

JPRS-UCG-86-003

12 February 1986

USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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USSR REPORT

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

RSFSR WHOLESALE TEXTILE TRADE FAIR PROJECTIONS FOR 1986

Moscow KOMMERCHESKIY VESTNIK in Russian No 20, Oct 85 pp 12-14

[Article by L. Makartsev, director of the Inter-Republic Wholesale Trade Fair for the Sale of Textile Goods and deputy chief of Glavtekstilshveyobuvvtorg [Fabrics, Clothing and Footwear Trade MA] of the USSR Mintorg [Ministry of Trade]:
"The Work is Finished--the Work Continues"]

[Text] The results of the 1986 Inter-Republic Wholesale Trade Fair for the Wholesaling of Textile Goods, which was held for the 25th time in succession, are presented. This trade fair, perhaps, was the most complex not only by the volumes of output being sold, but by the amount of participants; and by right it is considered all-union, since it is the source of the raw materials for the clothing, footwear, furniture, local and other branches of the industry and also of consumer service enterprises. The success of future trade fairs for clothing and footwear will depend upon how the trading for the sale of fabrics went.

I will say straight away that in comparison with last year, the sale of fabrics, nonwoven materials, artificial fur, woolen kerchief goods and cotton threads was more successful. The turnover of inter-republic and republic (RSFSR) trade fairs was 22 million rubles, which equals 94.8 percent of the plan for selling, against 88 percent for 1985. More than 20,000 contracts and about 60,000 specifications for a further improved assortment for types of merchandise, pattern designs, colors, and dates for delivery of output were concluded and signed for 1986 and for the 12th Five-Year Plan.

How did textile industry enterprises prepare for the trade fair? They have exhibited more than 3,800 items of various fabrics, and among them 1,226 types of merchandise with the "N" index, which is 32.5 percent of the total volume

of samples. The updating of fabrics by artistic and dyeing designing has reached more than 50 percent.

About 690 new structures of cloths have been included in the designs of production plans, which has made it possible to update the assortment of woolen fabrics by volume (in meters) by 16.9 percent, of silk fabrics by 14 percent, of flax fabrics by 4.5 percent, and cotton fabrics by 14.5 percent. However, this is not enough in the state of the market that has arisen.

In comparison with 1985, the enterprises have offered for sale slightly more of individual groups of fabrics which are enjoying an increased demand: cotton print by 33 million meters; sheeting by 14 million meters; cloths for clothing by 27 million meters; cloths for towels by 16 million meters; cloths for coats and jackets by 4 million meters; thick, pure wool cloths by 1.6 meters; and others.

At the same time, it must be noted that a reduction of volumes of output reached was planned for individual types of fabrics. Textile industry enterprises have offered at the trade fair less combed satins, fabrics for coats from blended thread, pure wool worsted fabrics for clothes, fine wools for suits, napped fabrics and others, the demand for which is not being satisfied, than was proposed to be produced in 1985.

Unfortunately, the chronic illness when the textile industry does not fully distribute production volumes by the beginning of a trade fair has still not been eliminated. True, this time such a situation was in lesser volumes than in former years. The underdistribution was 113 million meters, for a sum of 633 million rubles. In the course of the work of the trade fair, this indicator was reduced to 116 million rubles. However, it would have been possible to do everything in advance.

Due to the disparity of the assortment and quality of the fabrics offered, and to the inclusion in the draft of the plan of individual groups of products over and beyond demand, sewing industry and consumer service enterprises and other consumers have not purchased 1,027,000 rubles worth of the industrial processing of output at the trade fair.

The production associations and enterprises of the sewing industry of the RSFSR Minlegprom [Ministry of Light Industry] have refused to purchase 62 million rubles worth of woolen fabrics, 130 million rubles of silk fabrics, and 174 million rubles of cotton fabrics, and a total of 155 million rubles for the Ukraine, 30 million rubles for Belorussia, 30.5

million rubles for Armenia, and 16 million rubles for Kazakhstan. A number of enterprises of the consumer services ministries of the union republics have also not been able to fully satisfy their needs.

An especially difficult situation has arisen with the purchasing of bleached linen fabrics, 248 million meters of which have remained unsold.

What does this indicate? The well-known principle of sewing industry workers: it is better to refuse now, and it is always possible to ask later.

Of course, it is difficult to justify such behavior, since there is not enough of many types of clothing, and most of all of suits, trousers and coats, and in a similar situation refusal to purchase is not a way out of the situation. The path when enterprises obtain needed types of fabrics and do not follow the line of least resistance is far more difficult.

In turn, textile enterprises should analyze in the most careful manner the reasons for purchase refusals and, if fabrics do not meet today's demands, substitute for them promptly.

It is envisaged that before the beginning of deliveries, additional trade fairs where textile workers can offer already finished or substituted fabrics must be conducted. In this connection, enterprises should pay special attention to the assortment for the production of woolen fabrics, and determine proportions in the production of individual types of output.

For example, the order of the USSR Ministry of Trade for worsted pure wool fabrics for clothing, suits and coats for 1986 has been guaranteed on a level of 60-80 percent, and textile workers have proposed to turn out over and beyond demand 1.4 million meters of part-wool fabrics for clothing, 2.3 million meters of part-wool, thin-cloth fabrics for coats and 1.8 million meters of part-wool, thin-cloth fabrics for suits. The production plan of footwear fabrics is exceeding demand by 3 million meters. Therefore, structural improvements in the planned assortment are necessary.

As for enterprises which have offered at the trade fair fabrics in accordance with a fashion trend and based on consumer demand, they have sold their goods in full. These are primarily the enterprises of Moscow and of Moscow Oblast, and of the Belorussian, Ukrainian and Lithuanian union republics.

One must say something about the quality of woolen fabrics. Since textile enterprises to a great extent continue to produce second grade fabrics (15 percent of the total production volume), there are rags and short pieces. Last year 5 million meters of rags and short-pieced fabrics were produced in excess of the plan. In addition, up to 3 percent of fabrics tested by trade decline annually in the grade of quality and are returned to the industry for the correction of defects. Judging by inspection data, the quality of fabrics of the improved assortment with the "N" index is a little higher (about 6 percent).

Fabrics from yarn with high counts that are inexpensive and fashionable for clothing for young people and thick cloths with ratine trim are produced in extremely small volumes. The assortment for children's fabrics is also narrow and monotonous.

The problems of the woolen fabric market are not new, and enterprise and branch managers have given repeated attention to them. Therefore, the work done for the trade fair (quite significant of late) should still be assessed as minimal.

The consumer demands being made for fabrics in ready-made goods and in the sale of them in meters require the application of urgent measures for raising plan and technological discipline, the standard of production, monitoring of the quality of goods and their compliance with the requirements of standards and of established standard measures of lengths of samples. Analogous problems are taking place in the silk and cotton industry.

In presenting the results of the trade fair, I would like to dwell on discipline during the period of its preparation and conduct. The inter-republic trade fair could have taken place in a more organized manner if a number of the ministries of light industry and of production associations of the RSFSR Ministry of the Textile Industry had not delayed the presentation of drafts of plans for the production of fabrics, and if some of them had not come to an agreement about them with the ministries of trade of the republics before the end, especially in regard to assortment.

Violations of the established order of the sale of fabrics at the trade fair were allowed. Thus, the Kamyshin, Yartsevo and Kalinin combines have not begun to coordinate cotton fabrics according to pattern designs, and the Kokhma Combine of Ivanovo Oblast has refused to sell fabrics for handkerchiefs to the sewing enterprises of the Moldavian SSR Minlegprom since they often reject its output. The Bendery Silk Combine made unfounded demands about the delivery of goods only in the

third month of the quarter, and at the same time reserved for itself the right to unilaterally solve a problem about a shipment that is ahead of schedule.

The Krasnoyarsk silk and Groznyy spinning and thread associations wanted to include the condition in contracts that a purchaser from one city should haul goods from these enterprises by his own motor transport.

Apparently legal services should prepare more carefully for a trade fair in order not to allow similar special cases.

The trade fair committee, presenting the results of the textile trade fair, adopted appropriate decrees and, in particular, has proposed the following to textile industry enterprises: to increase production plans for individual groups of fabrics, and in the first place for the sewing of children's clothing, men's shirts, raincoats, jackets and clothing for young people due to a reduction of output not purchased at the trade fair; to fully distribute all production volumes; to complete the assortment; to restore the production of fabrics, the production of which is planned to be lower than the level of the plan for 1985, and to organize their sale at the 1986 Inter-Republic Trade Fair for the Wholesaling of Clothing.

The trade fair has passed, but the work is still not finished. Much must still be done before the beginning of deliveries in order to prepare the market for next year, and also to analyze a number of problems connected with increasing the efficiency of the mechanism of the interaction of trade and industry.

First of all it must be noted that wholesale trade fairs do not totally fulfill their functions: an appropriate coordination of the orders of trade organizations and of the production plans is not achieved at them, and the contracts concluded at wholesale trade fairs are then subjected to significant changes, especially in regard to the assortment.

In my opinion, the incomplete coordination of control indicators for the sale and purchase of goods at trade fairs with plans, and also the time periods for conducting wholesale trading, is one of the major reasons for this. In particular, as a rule production associations receive limits of raw materials after a trade fair, which leads to a reconsideration of assortment items agreed upon according to the contract.

In not taking into consideration the volumes of the demand and purchases of goods at trade fairs, planning organs and industrial ministries sometimes arbitrarily establish the production plans of market resources for individual goods: as a rule, above the needed amount for goods in sufficient supply, and the demand for goods in short supply that is manifested at trade fairs does not find a reflection in plans.

The inadequate powers of the trade fair committee in regard to industrial ministries and departments and to planning and supply organs are weakening the importance of the wholesale trade fairs being conducted.

In connection with this, in so far as the inter-republic wholesale trade fairs are in practice a basic instrument of the development and substantiation of production plans and of market resources, it would be advisable for planning organs to carry out the functions for the management, organization and conducting of trade fairs.

This would make it possible, in the process of preparing trade fairs and of conducting them, for the trade fair committee to expeditiously solve problems about removing obsolete articles from production, expanding the assortment of goods, and also about substituting for unbought goods.

As a result, the totals of purchases will be coordinated with due regard with planning, and become the basic criterion for the forming of production plans and of production volumes of goods in an assortment needed by consumers.

This is especially important in the conditions of a transition to an evaluation of the work of industrial associations and enterprises, beginning with the fulfillment of obligations for deliveries, time limits, and assortment and quality in accordance with concluded contracts.

It should be established that a trade order and a supply contract, and all in all, the results of purchases of goods at wholesale trade fairs, beginning with the actual cost of the goods specified in contracts, are the basis for the forming of production plans for associations and enterprises according to physical indicators. There is a need to introduce wholesale trade fairs according to basic types of material resources, including raw materials for producing consumer goods.

Unfortunately, these questions have been placed repeatedly, but no positive solution has been found. However, many years of experience indicate that the practice of conducting

wholesale trade fairs in the modern conditions of developing the market of goods demands improvement.

Enterprises whose output has increased because of trade fairs

/Cotton combines and associations:/ [in boldface]
Kamysta, Ternopol, Tiraspol, Krengolmskaya manufaktura, Rigas manufaktura.

/Fine cloth factories:/ [in boldface]
Kupavinskaya imeni Petr Alekseyev.

/Worsted associations and combines / [in boldface]
Moscow Production Association, Kalinin, Chernigov, Minus combines.

/Wool production associations:/ [in boldface]
Drobe, Liteksas, Rigas tekstils.

/Silk combines:/ [in boldface]
Krasnaya roza, Darnitskiy.

Enterprises where the state of the market is not always taken into consideration

Baku Textile Combine imeni V. I. Lenin, Leninakan Cotton Production Association.

/Where the assortment of fabrics has not been updated in practice:/ [in boldface]
Karabinka, Balashov, Vitebsk and Yerevan silk combines, Grodno, Margali fine cloth combines, and Krasnodar Worsted Woolen Cloth Combine

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PAPEL INVESTIGATES PROGRESS IN SHOE MANUFACTURE

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 16 Nov 85 p 2

[Article by V. Sbitnev, R. Tell, L. Sotnik, "Footwear for the Season"]

[Text] It was getting cold, the rains had begun, and the newspaper was getting letters about the lack of various types of fall and winter products. "All summer I looked for shoes for my child," writes V. Druzhkova of Chelyabinsk. "But now it's fall, and I still haven't been able to buy anything." The same sort of signals are coming from a number of other cities as well. The newspaper assigned its correspondents to check how shoe stores in various parts of the country have prepared for winter.

Krasnoyarsk: Sandals for Winter

In shoe store No 84 on the right bank of the Yenisey a customer with a black shoe in her hand descends upon salesgirl Lena Melnikova:

"Enough is enough! You've been offering us this miracle now for ten years!"

She has no choice: Either this box-calf Krasnoyarsk laced shoe with a rubber sole from Chernogorsk, or this abaca cloth low boot from the 'Salyana' factory, which, of course, won't be warm in Siberia.

"When there is nothing, we are happy to have even these," says the salesgirl.

And that's understandable. When I looked in at the House of Shoes next to the railroad station, there was not even a single pair of warm men's shoes on the shelves. Section head Galina Elinskaya said that there were none at the warehouse or at the trade center: funds for this product had long ago been used by the store.

The regional wholesale center "Rosobuvtorg" made the gesture of offering the House of Shoes a large consignment of...summer sandals. This is for winter!

I stop by the Krasnoyarsk footwear association. The situation here is serious: ten million rubles of unpaid debts. Of that, eight million represent trade organization fines for short delivery of goods, deviations in product variety...

And it's not surprising. The production capacity of the association's three factories is nine million pairs of shoes a year, but they produce slightly more than five million. Of course, there are many and varied reasons for such a situation, but one is perhaps more important than the others. There is nobody to work in the factories. Workers leave one after the other. Since the beginning of the year, delivery to retail outlets of 29 planned models of footwear has fallen short by a value of almost 800 thousand rubles.

The association's chief engineer, G. Fyodorova, showed me documents of a special commission that examined the condition of buildings of the Krasnoyarsk shoe factory. The experts came to a single conclusion: There is an urgent need for reconstruction. The enterprise has no dormitories, not to mention apartments. The collective has not been fulfilling the plan for a long time, so there are no bonuses. The number of workers has been more than cut in half. They know about this at the RSFSR and Union ministries of light industry, but they are not in a hurry to help.

The leaders of the collective themselves talk more about others' mistakes; they wait for help from outside. Their own miscalculations do not seem to cause them any great alarm. Such a position can hardly be called business-like or modern.

Tashkent: Pretensions of Quality

There is rather wide selection of shoes at the central department store here. But customers don't always snap them up. Many items are not of great quality. Men's boots and low shoes produced by the Tashkent shoe factory No 2 stand on the shelves: wrinkled leather, badly formed toes and heels, deformed soles. Even the ink on the trademark has run. You can barely make out the word "fashionable".

The factory managers agree: The quality of footwear being produced is far from ideal, although there have certainly been changes for the better. Compared with last year the percentage of defects and rejects from retail buyers has decreased. Some models have been selling like hot cakes, which was confirmed to me at "Uzobuvtorg". Elegant women's shoes for spring and summer, let's say, at 25 rubles a pair: fashionable, light, attractive.

Nonetheless, there remain many unfounded claims of quality.

More than a few deviations in variety and quality are born of low technological and executor discipline, poor quality control. Four fifths of rejects represent defects due to poor manufacturing methods. And this is typical of many of the republic's footwear enterprises. The reasons, given to me both at the factory and at the "Uzkozhobuvprom" association, lie in low demand from direct executors, slow introduction of cost accounting principles, poorly qualified personnel, and unsatisfactory outfitting of factories and plants with modern equipment.

Obsolete equipment is particularly telling on quality. Over the previous two years the USSR Minlegprom has not allotted more than a fifth of the equipment

ordered. Many production lines and lathes operate ten, twenty or more years without replacement. And there is not very great care taken of what is there. The only part left of an imported production line obtained by the factory several years ago is the conveyor belt.

One alternative is refitting of equipment. This is a matter of primary importance, of unquestionable necessity. It was referred to at "Uzkozhobuvprom" in explanation of current turndowns of equipment for the factory. But even at the design stage, which is conducted under the aegis of Minlegprom of the republic, some obvious shortcomings could be seen in the work. Assemblies were poorly tied into flow lines. In addition, there is concern that a design may be obsolete before it is incorporated. And in the meantime, instead of molding assemblies, toe and heel lasting machines and other equipment that had been ordered, the factory received an imported line for producing boxes. The machines ordered are headed for other enterprises.

There is no question that packaging of shoes is a matter of some importance. But for the collective, the product contained in these boxes is more important. Some corrective measures could probably be introduced in equipment planning, so that the only enterprise in the republic that specializes in producing fashionable, highly elegant footwear could be properly equipped to do so.

And the association's position on such questions as the quality of leather goods is completely puzzling. The Samarkand and Kokand tanneries, which are within the association's jurisdiction, do not provide goods of a quality necessary to the enterprise. In eight months, the Kokand factory scrapped nearly three million square decimeters of leather goods. The association's managers quickly transferred the blame for quality to the herdsmen, who are not providing quality hides.

"We have managed to radically change the attitudes of engineering and technical workers and quality control people to their work," said deputy chief of "Uzkozhobuvprom" L. Mirzayants. "But we haven't yet been able to reach the machine operators yet."

But if the engineers and technicians are properly oriented, then the machine operator should also be working precisely. Thus far, tens of millions of rubles worth of footwear have been brought into the republic from Moscow, Belorussia, the Ukraine and other union republics, so it is probably still a bit early to talk about important changes in the work of specialists.

Lvov: New Items--On Time

In the workshops of Lvov's "Progress" production association, winter arrived on the first of June. It was on that day that boots and fur-lined shoes appeared on the enterprise's sewing lines. This was footwear intended for cold weather. And preparation for the season had begun considerably earlier. Pattern makers and designers had tried hundreds of variations and fashions, had examined samples created at other enterprises in the Soviet Union and abroad. Fashion changes quickly, and new items should not only keep up with it, but to a certain degree even keep ahead of it, so that they are not out of date by the time they reach buyers.

The association's chief pattern maker L. Gorokhovskaya takes one pair after another of ready-to-ship women's boots out of boxes and lays them in a row. One immediately notices the variety of color and trim.

"Fashion may now be called democratic," says Lyudmila Gavrilovna. "It 'allows' one to wear boots with a high heel, medium heel, or molded platform without heels. Whatever one likes or looks best in. And we have tried to take this into consideration while developing new models for this season."

After beginning the new winter season, the "Progress" collective plans how to accomplish its most important task: restructuring production to sew the new models mechanically and ensuring enough flexibility to quickly change the assortment of styles. As the association's chief engineer S. Pavlychko told us, today nine out of twelve production lines at the head enterprise operate in just such a fashion. A progressive manufacturing method for assembly without glue, polyethylene reinforcement, has been introduced. This prevents a high heel from "shifting" to the back.

The new technique saves labor and helps to produce high quality, fashionable shoes.

The Lvov shoemakers produce about 60 percent of their items at previously set prices; about ten percent of their production carries the label "high fashion". The size of shipments of these classes of a given model are limited, and the enterprise regularly comes up with new models.

The "Progress" association has already delivered to stores about 1,200 pairs of winter shoes. Three thousand pairs more than called for by the plan. By the end of 1985 consumers will receive nearly four and a half million pairs of quality, attractive boots and shoes.

A comprehensive program for development of the consumer goods and services industries for 1986-2000 calls for considerable growth in the production of consumer goods, including footwear, as well as increased quality and a wider selection. Krasnoyarsk and Tashkent shoemakers have quite a way to go in order to reach the level called for by the program. But they do have someone to learn from. Considerable experience has been accumulated in Lvov, in Moscow, in Yerevan. As the saying goes, take this example and use it.

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CSO: 1827/59

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

LACK OF VARIETY IN KITCHENWARE LAMENTED

Unprofitable Investigation of Problem

Moscow IZVESTIYA in Russian 7 Oct 85 p 3

[Article by T. Khudyakova: "The Kitchen Arsenal"]

[Text] I had always liked to cook anything, but from cleaning potatoes--spare me. Dirty hands, an eternally blunt knife, a pile of peelings.... But once I received as a gift an odd "unit" reminiscent of a safety-razor blade with a handle. It turned out that this was a knife for cleaning potatoes--convenient, light and has not lost its sharpness to this day, after 2 years of service. A few movements, and the finest skin has been peeled from the potatoes. This splendid knife has helped me kill three "birds" simultaneously--to save time, reduce waste to a minimum and turn a tedious chore into something easy and pleasant.

And I began to wonder: how many such trifles with the most valuable attribute --that of saving time, the minutes and hours even of which there are catastrophically not enough!--are there in my kitchen arsenal.

Unfortunately, there were not that many. Yet millions of women have to cook, and every day at that! Public catering is of little help to the housewife as yet, so we all have to rely on the dexterity of our own hands and convenient kitchen instruments.

I wondered how things were in this connection with others. One head is good, but fifty are better, I thought, and I conducted a mini-investigation in my own group--I sent a short questionnaire to 50 of my colleagues and acquaintances. And when I received the replies, I was struck by how much a woman needs for happiness! A kitchen multipurpose machine and the simplest mixer, a toaster and broiler, a vegetable cutter and a caramel mold....

These lists also contained items which were an absolute puzzle to me like pans for boiling milk. As the owner of this marvel explained, the pans were on the store shelves for more than a year, but no one bought them because they did not know what they were.

No, it is not for nothing that it is said that it is best to try anything once. And I set off for the kitchenware stores (by way of continuation of the experiment) with a list of kitchen "marvels," among which were a garlic press, a measuring cup, an inexpensive manual mixer, small boxes for groats and flour and a rotary grater.

As you have surely guessed, the quest culminated fruitlessly. There were no "marvels"! And if there were any, they were very rare. Although to the question: "Do you have toasters?" which I asked in three stores the sales assistants invariably answered: "We did have. About 2 years ago." But they had not heard of rotary graters.

Not, to be blunt, a very happy situation. Yet the position was this: the store windows were not empty, it was just that the choice of goods was equally boring everywhere--forks, spoons and ladles. And knives, of course--it was they which collected the largest number of angry complaints from the participants in my investigation. They are not exactly made of Damascus steel and are covered in rust following the first "performance tests," and, what is most annoying, they are all good for only about 10 minutes of normal work. But sizes? The shape of the blade? After all, knives also can be of the most diverse kinds.

The longer my tour of the stores lasted, the more fatigue, irritation and questions accumulated. Many questions. I hoped to put them to the appropriate executives of the USSR Ministry of Trade and to somehow make sense of the situation with their help. But nothing doing. The attempts to speak if only by telephone with S.N. Varenko, chief of the Glavkultbytorg Administration, were unsuccessful. Taking pity on me, his secretary advised me to turn to V.S. Mirzoyev, chief of the Household Chemicals and Various Kitchenware Sales Department. Vladimir Sergeyevich agreed to talk with me... only with the written authorization of Deputy Minister I.L. Davydov.

I know full well from my experience of newspaper work in what instances secrets from journalists suddenly appear in ministries and departments and insurmountable obstacles to meetings with officials arise. The method employed in the USSR Ministry of Trade is not new. This is the usual way of attempting to evade responsibility for blunders and to hide from a critical newspaper article. Well, since the workers of the USSR Ministry of Trade prefer the epistolary genre, let us put our questions in written form in the newspaper.

And these are they. Why is the most necessary kitchenware invariably among those in short supply? Is consumer demand for it being studied and, if so, what is the result? What guides the trading organizations as they draw up orders to industry for this group of goods? After all, the possibilities, and considerable ones at that, exist: how many enterprises we have which are, in accordance with the consumer goods program, to make something original, fashionable and needed by everyone and not only spoons and soap dishes. But who will suggest to them precisely what? What's the purpose of the Chamber of Commerce's model pavilion? It should surely, besides aesthetic enjoyment, be of practical benefit also? And, finally, why is the advertising of new goods so poorly organized?

I await a reply, as they say.

Readers' Reactions Produce Answers

Moscow IZVESTIYA in Russian 3 Dec 85 p. 3

[Article by T. Khudyakova: "Is the Kitchen Arsenal Being Reinforced?"]

[Text] The column "The Kitchen Arsenal," which was published in IZVESTIYA for 7 October, dealt with the absence in the stores of essential convenient, practical and time-saving kitchen appliances. The author had been unable to meet with workers of the USSR Ministry of Trade to discuss the problem, and for this reason the questions were published in the newspaper.

The readers displayed great interest in this subject, and numerous letters not only supplemented the list of "kitchen marvels" but also expressed a desire to know the ministry's response to the newspaper article. Here are several excerpts from the letters.

"A pressing question: when will we women be able to freely acquire essential kitchen implements? In our community store you can buy neither knives nor ladles, it has only spoons and forks" (V. Buravets, Sovetskiy Settlement, Crimean Oblast).

"What is a 'mixer,' I do not know, perhaps I will catch sight of one one time, but I'll certainly not buy one. Why is it needed? I have a different problem --it is years now since I have been able to buy an ordinary sieve--hair or metal. Surely the necessary quantity of them can be manufactured?" (A. Shubina, Barnaul).

"And this in the capital's stores! But what about us, on the periphery? We see many of the said items only in illustrations. I have been trying for several years now to get hold of a juicer, but in vain. Although those who have had the good fortune to buy this "marvel of technology" are still unhappy --the juicers frequently break and are stubbornly reluctant to squeeze juice and in operation rumble like a tractor" (S. Shevchuk, Volodarsk-Volynskiy, Zhitomir Oblast).

"The greatest thanks for illustrating a question which is very important for every home. Nothing may be retracted from the article, but much could be added in continuation of the list of goods for the kitchen in short supply. It would be good were the author not to give way and to seek an answer from the ministry, we are all awaiting real changes" (G. Lvova, Fergana).

The editorial office received an official response from the USSR Ministry of Trade signed by Glavkultbytorg Chief S. Varenko.

While acknowledging the justice of the critical remarks the ministry explains the shortage of kitchen appliances by the fact that the rate of growth of production of the goods is not catering for the population's growing requirements. The trading organizations' requests for electric mixers, meat grinders, juicers, toasters and broilers are being satisfied 30-80 percent.

At the same time, the response says, "the shortage in the sales of rolling pins, pestles, cutting boards, clothes pegs, coathangers, rubber mats, graters and so forth has been removed."

Moscow's trading organizations are planning next year to considerably increase the sale of kitchenware, including garlic presses, jars for bulk products, measuring cups and others, basically thanks to an increase in their production at Moscow plants because currently 70 percent of kitchenware is delivered to Moscow from other parts of the country.

The USSR Ministry of Trade's "Soyuzpromvnedreniye" All-Union Association exhibits over 100,000 samples of consumer goods, including over 2,000 samples of household "trifles". However, many enterprises and ministries are taking samples reluctantly and often refusing to assimilate them, alluding to a lack of raw material, production facilities and components. It so happens that the series production of new commodities already submitted to the Council of Experts and approved for manufacture is delayed for a long time.

We will not dispute the ministry's findings, but I would like in conclusion to quote from the letter of a director of a Tashkent enterprise by way of "food for thought," so to speak.

"The collective of our plant familiarized itself with the column 'The Kitchen Arsenal' with great interest. The production capacity available to us enables us to manufacture the products indicated in the article in volumes catering for the requirements of the Central Asia region. But the lack of design and engineering documents for the consumer goods in short supply is impeding the development of this important area.

"We would request that the editorial office assist in determining the whereabouts of the plants which have ceased or which are not increasing the manufacture of commodities from the 'kitchen arsenal'. We would be very grateful for specification of the product list, the need for the commodities and the address of the manufacturer-plants."

We would hope that the USSR Ministry of Trade and other concerned organizations will not leave the Tashkent request unheeded. And perhaps there are other enterprises which are prepared to follow their appeal?

8850

CSO: 1827/67

HOUSING AND PERSONAL SERVICES

ECONOMIC OFFICIALS ATTEND MEETING ON IMPROVEMENT OF SERVICES

Moscow IZVESTIYA in Russian 20 Dec 85 p 3

[Article by A. Chernichenko under the rubric "The Individual and the Service Sector": "Facing the Customer"]

[Text] Our country's service sector must develop at the fastest possible rate. A comprehensive program to develop consumer goods production and the service sector during the 1986-2000 period sets the goal: growth by a factor of 2.3. Service in this country has never experienced such speeding up of its development. An economic lurch is always a test of the functioning of the financial mechanism and such important levers within that mechanism as systems for planning, salaries, price-setting and financing. To what degree are these today attuned to fulfillment of their principal task in the service sector: much more complete satisfaction of people's demand for quality services? Are they capable of bringing about speeded up development of the service sector? Participating in an IZVESTIYA roundtable discussion of these questions were the following deputy section chiefs: from USSR Gosplan -- V. Markov, from the State Labor Committee -- V. Korotkov and from the USSR CSA -- L. Vorontsova. Also participating were I. Lazarev, RSFSR deputy minister of finance, T. Koryagina, section director of the USSR Gosplan Economic Research Institute, M. Roze, section chief of the Price Research Institute of the USSR State Committee on Prices, and V. Kriksunov, section chief of the All-Union Research Institute for Standardization under the USSR State Committee for Standards.

There is never a line at the counter of the Moscow Novost Laundry Association. Rudeness and mistakes are out of the question; there has not been a single customer complaint in the history of the association. Three years in a row the Novost Association has been the winner of an all-union competition to improve the quality of household services, and was awarded a challenge banner. The magazine BYTOVOYE OBSLUZHIVANIYE NASELENIYA [Household Services] published an article about this association under the rubric "Keeping Pace With the Standard Bearers".

There is a need to keep pace. There are cases where people have to wait, employees are abusive, the laundering is done poorly... And laundering remains a service in short supply: a modern city woman still spends from 6 to 12 hours doing the wash each week, and if she washes by hand, expends 3-4 calories per minute. This is the same amount as her husband expends at work -- that is, if he is a steel worker.

We must keep up, we must copy the secrets of success. And the Novost Association really does have a secret. It lies in the fact that this association... does not serve the public, and has nothing to do with the public at all.

There is no mix-up here. Household service enterprises have three legitimate functions: filling of individuals' orders, rendering of services to enterprises, organizations and institutions, and mass or serial production of items. When figuring up the total results of these three types of work, the totals are added and a single general index created: "volume of household services performed." In rubles.

The fact that the Novost Association has no retail receiving points, since its wholesale clients (enterprises and organizations) come directly to the factory with their own trucks, is not taken into account -- that is of no importance. Those association which have to deal with individuals and their needs and demands, those which have direct receiving points, receiving employees, complaint books and their own vehicular transport are in a "disadvantageous" situation, and their chances to win in competition grow smaller in inverse proportion to the number of complexities they have to deal with.

Of course, we need to do laundry for kindergartens, hospitals, cafeterias and so forth. But not in competition with services provided for city women, who do work at their washtub like the work at an open-hearth forge! But statistics tell us this: as much as 80 percent of the volume of laundry services are performed for organizations.

Therefore this discussion began with the Novost Association: there, this share is equal to 100 percent. This is an example not only made obvious for all to see, but carried to an extreme.

Today, when a large-scale program to improve household services has been approved, we should stop and think: could it be that this program will be carried out the same way as the Novost Association's plan was fulfilled in its time? That is to say, completely, yet with no tangible benefit to the public? To prevent this from happening, we must improve the planning system in this sector.

Under the present planning system, enterprises have accumulated a great deal of experience at fulfilling plan goals by circumventing the needs of individuals. Both the third and the second types of activity permitted to household services have served not as loopholes but rather as gates flung-open for this purpose. Production of so-called "small batches" of ready-made goods for subsequent sale was authorized at one time in order to ensure work, and

therefore salary, to workers in the household sector during the slump in individual orders between seasons. This work for an "impersonal" client was so much to the liking of household service workers that now the words "small batches" can only be rendered in quotation marks: these now make up 60-80 and even more percent of the earnings of footwear, knitted goods, furniture and other enterprises in household services.

The predominance of "non-individual" types of work in the operations of household service enterprises indicates that this sector has not yet turned to "face the customer," the real, live, specific individual, the consumer of services. And the comprehensive program for the production of goods and services is aimed precisely at satisfaction of the public's growing effective demand.

The program envisions an increase in the role of the index of total service volume in the evaluation of the functioning of such enterprises, with a separate category for those enterprises which are supported by the public. V. Markov told conference participants that USSR Gosplan is now busy searching for the optimum solution. For enterprises which participate in the economic experiment to increase the level of interest and responsibility on the part of enterprise collectives with regard to the expansion of household services for the public, a new plan index has been introduced: "volume of services paid for by the public." At the beginning of the new year this category will be extended to the entire sector. But, as before, the main criterion for evaluation remains total volume of sales. Therefore individual orders have not yet become the most basic concern even for participants in the experiment: of the total volume of work for the first nine months of this year, in laundry enterprises the proportion of services paid for by the public was only 29 percent, in furniture repair 34 percent and in refrigerator repair 56 percent.

This share allotted to the public is obviously insufficient. Shortage of services leads to a great deal of wasted time. On the average, an individual must spend 63 minutes of time in order to obtain one ruble's worth of service. People expend over 100 billion man-hours annually doing household services themselves, which is the equivalent of the labor of roughly 50 million workers. Lowering this figure by even a few percentage points would mean a significant improvement in the labor resource balance and would save people time so that they could broaden their horizons, bring up their children and spend their leisure time in fulfilling ways. It is precisely on the basis of this criterion, and not on the basis of shops' earnings alone, that we must define the socioeconomic effectiveness of services, emphasized T. Koryagina. The fact that people are prepared to pay for this is confirmed by the results of several studies: many billions of rubles are spent by the public each year on services provided by private individuals. Our service sector must as soon as possible "win back" this "seller's market" from the "private supplier" [chastnik].

Today, household service enterprises are being advised to apply on a broader basis the principle of salaries based upon a percentage of earnings from household services performed. "Such a method of salary," writes their industry journal, "is simple and is the most easily understood by everyone. The more services rendered, the greater the earnings and, consequently, the

higher the salaries... In this way the collective has a direct interest in maximum increase in the volume of services..."

"...As expressed in monetary value" one should add, and then that last sentence would be quite correct. The second-to-last sentence also needs clarification: "the greater the cost of services rendered, the higher the earnings made."

Such a form of salaries cannot guarantee commonness of interests between the service sector and its customers. The latter want their orders to be filled cheaply and with good quality work, whereas the service sector is attempting to generate more earnings. Under such conditions it is unavoidable that the division of order into "advantageous" and "disadvantageous" will continue; this means that, as before, some small repair which, due to its low cost, is "uninteresting" to service personnel, can remain an unresolved problem for an individual, literally poisoning his life.

Intensification is impossible without an increase in labor productivity. Today in the service sector this is determined as earnings are, divided by the number of employees, i.e. measured in rubles, although it is the service worker that produces services, not the ruble. Under the present formula a situation arises in which one of the "dependable" means of intensification might be, for example, increasing earnings for services by means of charging extra "for quick service." We must keep in mind, emphasized M. Roze, that the right to choose the quick form of service lies completely with the customer, but this choice is often dictated in an inadmissible manner. If the order is not ready on time, the enterprise should not only return the amount charged extra for quick service, but should also give the client a discount on the usual list price. This is the way things are done in the Ukraine, in the Baltic republic and in a number of other republics, but the RSFSR Ministry of Consumer Services has not yet sanctioned similar discounts.

Salaries should stimulate not only the quantity of work, but its quality as well. The State Committee for Labor and Social Problems, as V. Korotlov said, has worked out a system of wage bonuses for employees in the service sector. For example, a sixth-category worker receives a bonus of not less than 20 percent, but for poor work the head of the enterprise can deprive him of this wage bonus.

It is obvious that, in order to define poor work, we must objectively evaluate quality. This is also in the customer's interests. Meanwhile, there do not exist standards for the majority of types of services today.

The problem of quality control in the service sector has thus far scarcely been addressed. The existing system of statistical accountability, for example, noted L. Vorontsova, gives no indication of quality. The CSA can obtain information on quality only through random sampling. Or from materials published by other organizations. Last year, for example, the State Committee for Standards conducted an inspection at 1,300 household service enterprises and discovered that two-thirds of them are in violation of requirements for technical standards documentation on the items they manufacture. But

definition of the "technical" aspect of service quality is by no means all that is needed.

The comprehensive program has posed the task of developing and introducing into production during the next five-year plan a system of standards for basic types of services. The main and most difficult task therein, said V. Kriksunov, is to provide for scientifically based requirements for the conditions of service when establishing these standards.

A standard must encompass both the social and "human" aspect of service and the interrelation between the persons giving and receiving service. Today these are dealt with only in official instructions and rules which give all the advantages to the sector and put those for whom the service sector was created and exists in a position of having no rights. For example, Point 5.6 of the Rules for Household Service which are currently in effect in the RSFSR states that disputes as to the quality of performance of an order will be decided by a commission... from the enterprise itself. In the case of irreparable damage caused by poor work, the question of compensation to the customer for damages, according to Point 4.7, may, again, be decided by the head of the enterprise.

There is one other circumstance which deliberately establishes the unequal relationship between the parties reaching an "Agreement for a Household Service Order" (the existence of which is testified to by the receipt received by us): in the majority of cases the customer pays his money in advance.

It is difficult for enterprises, as they themselves have acknowledged, said I. LAZAREV, to get along without this money, which is an advance for work done during the order period. Financiers can recommend to them only one thing: to use bank credit. But the principle of "money in advance", which infringes on the customer's rights, must be done away with everywhere.

The significance of the comprehensive program which has been approved with regard to the production of goods and services is extremely great. Together with the Food Program, it forms the largest scientifically based consumer complex ever worked out in applied planning. It sets the strategy for satisfying the people's growing demands until the end of this millenium.

In order to be equal to this strategy and fulfill the tasks required of it, the service sector must encourage innovative, active and enterprising employees and "motivate" those who are lazy and indifferent. It must actively stimulate services for people, not accountability on paper. Does the service sector today have an interest in doing this? The examples given above say no, not always.

But without a doubt society has an interest in it. The service sector will develop at rates exceeding those for growth in the production of goods. This sector, by definition established to serve people, must face up to people's

needs and concerns. And if today, as was evident from the roundtable discussion held in our editorial offices, it has not yet faced up to these fully, that means that a turnaround must be made sooner. There exist the economic levers to do this. And the starting point for this is concern for people.

12825

CSO: 1827/77

EDITORIAL NOTES MEASURES TAKEN TO IMPROVE HOUSING

Moscow PRAVDA in Russian 7 Dec 85 p 1

[Editorial "To Look After Housing"]

[Text] The Lenin Party sees as the highest purpose of an acceleration of the country's socioeconomic development, the CPSU Central Committee October (1985) Plenum observed, ensuring the materially and spiritually rich and socially dynamic life of Soviet people. An indispensable condition of the upsurge of the living standard to a qualitatively new, higher level is a further improvement in the working people's housing conditions.

Housing construction is under way extensively in the Soviet country. Some 440 million square meters of total area were commissioned just in the 4 years of the 5-year plan which is coming to an end, which enabled more than 40 million persons to improve their housing conditions. Over four-fifths of the urban population now lives in separate apartments. The country's housing has approached 4 billion square meters. This represents tremendous national property. The successful solution of the housing problem, which remains quite acute, will depend both on a further multiplication of the fixed capital of housing and utilities and on the ability to maintain and operate it zealously and economically.

Having recently studied this question, the CPSU Central Committee Politburo outlined measures aimed at an improvement in the practice of the use of housing, regulation of legislation governing allocation of departmental living space to the soviets and also increased control of the realization of resources transferred to the local organs of power by enterprises and establishments for several participation in housing construction.

The soviets are the plenipotentiary and competent proprietors on their territory. In improving industrial and agricultural production they must constantly display concern for fulfillment of the housing and municipal construction quotas and firmly and inseparably link the economy and culture and work and social life. Where the point of reference is man and where conditions conducive to his work and recreation have been created, he works better and more productively and organization and discipline is higher.

On the "Rassvet" Sovkhoz, for example, the erection of the biggest animal husbandry complex in Leningrad Oblast began at the insistence of the local soviet with accommodation and social and cultural-everyday facilities. Having taken them under their control, the deputies displayed concern to ensure that material and human resources were concentrated here, that the work was organized in two-three shifts and that the uninterrupted provision of the construction project with materials was organized. Houses for 200 families together with cultural-everyday facilities were handed over considerably ahead of time. This made it possible to stabilize the personnel, raise labor productivity and assimilate the complex more rapidly.

In striving for the realization of the plans for housing and social-everyday construction the local soviets are called upon to ensure the preservation of the fixed capital and its modernization. This work is the more fruitful, the more assertively deputy groups, housing committees and other voluntary self-management bodies participate therein. It is necessary to inculcate in the population daily the feeling of a proprietorial attitude toward housing and raise responsibility for its upkeep and the economical consumption of heat and electric power and water. The gradual transition to a system of the planned-preventive maintenance of buildings and introduction of the brigade contract is giving a good account of itself. The condition of housing is being improved thanks to the innovations, and in the RSFSR, for example, approximately three-fourths thereof show a depreciation of less than 30 percent. However, it is not everywhere that these questions are being tackled as they should be. Thus in Tula Oblast the plans for the maintenance of housing, departmental particularly, are not fulfilled from year to year.

An important reserve is the assimilation of modern equipment. The average level of mechanization of labor in housing and utilities does not amount to even 50 percent. There are still many enterprises and entire production areas where all basic operations are performed manually. Belorussia's experience attests the results produced by the assimilation of means of mechanization and automation. Control consoles here already control 15,000 elevators and a considerable proportion of other engineering equipment, which has made it possible to enhance the reliability of the operation of equipment, reduce the numbers of maintenance personnel and consume gas, water and power more economically. Small unprofitable boiler houses are being eliminated extensively in Estonia, thanks to which almost 4,000 tons of standard fuel are being saved annually.

There are many useful initiatives in the improvement of management and the organization of labor. Questions of the improvement of the personnel of the sector are being tackled purposefully in a number of industrial centers. The certification of specialists is being practiced and a reserve for replacement of the managerial personnel of municipal organizations and enterprises is being created.

At the same time it has to be observed that the experience of the foremost subdivisions and the achievements of innovators is being disseminated inadequately. Thus in Karaganda Oblast only 3 out of 10 municipal service workers are employed in mechanized work. Yet in this and neighboring regions there are enterprises where modern instruments, apparatus, appliances and machine

tools have become the trained workers' dependable assistants. Useful experience has been accumulated in the gas industry of the Moscow area and Belgorod Oblast, but it also is not becoming common property. The main administrations of the union republic ministries of housing and municipal services are paying insufficient attention to this. The efficiency of R&D is still low, and obsolete detail designs are often used.

In tackling cardinal problems of the development of housing and utilities it is important to provide for the precise daily operation of all their services. Winter is a particularly crucial period. The task is to ensure that the municipal service collectives operate without holdups. If there is heat in the homes and the apartments are supplied with water, gas and electricity and if general premises and yards are well maintained, their residents are content and their mood is good.

In improving the style and methods of leadership of the local soviets the party committees must target them constantly toward an improvement in control of housing and municipal services and the active dissemination of advanced experience. Communists employed in the sector are called upon to strive for an unswerving improvement in the work of its subdivisions and to raise their vanguard role in socialist competition for a fitting greeting of the 27th party congress.

8850

CSO: 1827/68

HOUSING AND PERSONAL SERVICES

LEGAL AUTHORITY ANSWERS READERS ON APARTMENT TRANSFERS

Moscow IZVESTIYA in Russian 18 Sep 85 p 3

[Article under rubric "IZVESTIYA's Legal Service": "Exchanging an Apartment"]

[Text] Exchange is a method that has been known for a long time, that is widespread, and that is at times the only possible method for improving people's living conditions. Therefore the norms of our housing legislation not only stipulate the citizens' right to exchange the living accommodations, but also regulates in detail the exchange system itself. However, the mail that was received by the editorial office after publishing the article "Exchange With Obstacles" (IZVESTIYA, No 177, 1985) brought in many questions that pertain to that procedure.

Today's issue of "IZVESTIYA's Legal Service" is devoted to these questions, which cannot be called simple ones. The readers are answered by Doctor of Legal Sciences I. B. Martkovich.

[Letter] A split has developed in our family and we just cannot seem to repair it. We have a three-room apartment. I was given the apartment for myself and my wife and our two sons. When our older son Vasilii got married, we took his wife in, registered her, and gave the newlyweds a room. But there was something that she didn't like. First she forced her husband not to eat at our table, and then she left completely. For the time being, she is living in a dormitory. Now our younger son Nikolay is thinking about bringing his bride home. Vasilii refused to let him, since he hopes that his own wife will return. What are we to do? We decided to change our apartment, but we were told that the exchange will not be authorized until we get the consent of Vasilii's wife. How can that be? What does she have to do with it? Her name is not in the original authorization for the apartment, and she lived with us only a few days. Almost a year has passed since she left. What kind of rights can she have? -- M. Krichkov, Novosibirsk.

[Reply] I realize that the situation that has developed in the family is a rather difficult one, but there is nothing I can say to console you, inasmuch as you actually cannot make any change without your daughter-in-law's consent. Let us examine in more detail the question of her rights.

When she became your son's wife, and, as I understand it, moved into your apartment with the general consent of all the family members, she thus acquired the right to housing. And it is not relevant whether she lived with you "only a few days," because, according to the meaning inherent in Articles 53 and 54 of the RSFSR Housing Code, a spouse (in the same way as children and parents) who has moved in as a family member receives the right to enjoy the housing both by virtue of the matrimonial or family relations themselves, and by virtue of moving into the apartment with the observance of the procedure established by Article 54 of the RSFSR ZhK [Housing Code -- hereinafter HC] (that is, with the consent of the tenant concerning the joint use of the living accommodation). The necessity of having this circumstance in mind was specially emphasized by the RSFSR Supreme Court in a review of court practice dealing with civil cases (BYULLETEN VERKHOVNOGO SUDA RSFSR, No 11, 1984, p 13).

Nor can any role be played by the fact that "a year has passed since she left." Although, in accordance with Article 60 of RSFSR HC, the period of time for retaining housing for citizens who are temporarily absent is equal, as a rule, to six months (we are not dealing with those instances when that period of time is legally extended), it is also necessary to keep in mind Article 61 of RSFSR HC. It establishes that the recognition of a person as having lost the right to enjoy housing as a consequence of that person's absence for more than established periods of time is carried out in a legal procedure. Inasmuch as that requirement of the law was not carried out, one cannot feel that your daughter-in-law has lost that right by moving temporarily to a dormitory (the question must be considered and resolved by the court).

And now, with a consideration of what has been said, it is necessary to refer to the rules in Article 67 of RSFSR HC, which require for the exchanging of housing accommodations the written consent of all family members living there, including those who are temporarily absent. So, if you do not obtain the consent of your son and your daughter-in-law, you will have to go to court and request an exchange under forced conditions (Article 68 of RSFSR HC).

[Letter] My husband and I are divorced. We divided the accounts in our two-room apartment: my daughter and I occupied the large room, and he occupied the small one. Subsequently I realized that we could not go on living that way: he would have another woman visit him, my daughter would see all of this, and you can just imagine what questions she would hear upon me, and how difficult it was to answer them. I suggested to him that we make a change. I found one possibility: my daughter and I were offered a one-room apartment, and he was offered a room in a "communal-living" apartment with a few other people. But my former husband, using various pretexts, rejected all possibilities. It was then, on the advice of friends, that I decided to take him to court and request an exchange under forced conditions. But a lawyer whom I asked to write the indictment said that nothing would happen. Why is that? I have been told that the law provides for exchanging an apartment under forced conditions. -- V. Babichenko, Kharkov.

[Reply] Well, you were told something correctly, but in your instance the lawyer, unfortunately, is right. Why? Later on it will become clear. But first let us talk a bit about exchange under forced conditions itself.

Yes, Article 31 of the Principles of Housing Legislation of the USSR and the Union Republics, and the corresponding articles of the republic housing codes, stipulate that, if no agreement concerning exchanging an apartment has been reached among family members, anyone of them has the right to request, by court procedure, the exchange under forced conditions of the accommodations being occupied for accommodations in other buildings (apartments). Of course, when resolving that question, the court must judge the proposed alternative for the exchange with a consideration of the interests of each of the parties. As reasons that deserve attention when given by the family members who are in dispute, legal practice recognizes circumstances that hinder them, by virtue of age, state of health, etc., from using the housing accommodations that are being offered in the exchange procedure. An objection based on the fact that a separate room is not been offered cannot be of any decisive significance.

But in your instance the hindrance to the forced exchange lies not in those alternatives that you have suggested, but, rather, in the fact that the apartment was divided, and you and your former husband each became an independent tenant in the rooms being occupied. But the law has in mind the forced exchange of common housing accommodations. Therefore you could have argued with your former husband in court about the forced exchange before the apartment was divided, but now the only right remaining to each of you is to exchange his room.

[Letter] I am a single woman and I live in a separate one-room apartment on the first floor. Recently I have had severe heart problems and I am afraid of living alone. I have found a way out of my situation: on the third floor of our building, a woman whom I know is living in one room of a two-room apartment, and newlyweds are living in the other one. We talked things over and we decided to make an exchange with the newlyweds. It was a pleasure for me to be living in the same apartment as another single woman, and the newlyweds were delighted to have a separate apartment. But we did not remain delighted for long: at the exchange office it was felt that, after the exchange, my housing conditions would be worsened, and on that basis they refused to allow us to make the change. And we were even told that the number of persons leaving and the number of persons arriving did not coincide. How could this absurd situation have developed, when it's good for people but bad for the law? -- N. Budkina, Moscow.

[Reply] I must say that the law doesn't have anything to do with this, but the absurd situation, to use the term you have applied, was created by those who unjustifiably refused to allow you to make the change. The law does not give any justifications whatsoever for doing that -- Article 73 of the RSFSR HC indicates precisely the conditions under which the exchange of housing accommodations is not allowed. The difference in the number of persons making the exchange is by no means stipulated as one such condition. As for the "worsening of housing conditions," yes, that is mentioned. But in a completely different way than was understood by the workers at the exchange office, who simply removed the necessary part of the text of the law from

context, thus distorting its meaning. Paragraph 7, Article 73 of RSFSR HC states that the exchange is not authorized if, in connection with the exchange, the housing conditions of one of the parties are so (substantially) worsened that, as a result of that exchange, the citizens require an improvement of their housing conditions (that is, they are subject to inclusion in the list of those requiring better living conditions, on the basis of the reasons stipulated by Article 29 of RSFSR HC). In this instance that result is by no means envisaged.

It must be stated, unfortunately, that one still encounters rather frequently refusals to exchange housing accommodations which are not substantiated in law. It must be kept in mind that these refusals, as a rule, can be contested in court, and the court must then put everything in its proper place.

[Letter] My mother lives in a cooperative building and has a one-room apartment. She doesn't feel too well, and we would like to take her in with us, and give her cooperative apartment to my son, who is a student and who already has a fiancée, so that they can arrange their life.

My mother spoke with the chairman of her cooperative about registering her grandson in her apartment, but the chairman did not give her any kind of intelligible answer. He said that there would be a meeting next May, and the meeting could discuss her question. Is it really necessary to wait for that meeting, and is there any hope of success? -- N. Kirsanova, Volgograd.

[Reply] There is no need to lose hope, but it is necessary to take a somewhat different approach to the situation. Article 70 of the RSFSR HC allows the opportunity of so-called "kinsnip" exchange. That article stipulates that an adult family member has the right, with the written consent of the other family members (including those who are temporarily absent but who retain the right to housing), to exchange the share of living space to which he is entitled with another person, provided the person entering the space by way of the exchange is doing so as a member of the tenant's family. Thus, with regard to having your mother coming to live with you, there are, as you can see, no obstacles to the exchange.

It is more complicated to resolve the question of your son's moving, on the basis of a "kinsnip" exchange, into a cooperative apartment, because it is necessary for him to become a member of the cooperative, to replace his grandmother, who will no longer be one of the share-holders. And therefore a necessary condition for the exchange is the preliminary consent by the cooperative to accept him as a member of the ZhSK [housing-construction cooperative]. In general the acceptance of a person as a member of a cooperative, according to the ZhSK rules, is the exclusive competency of a meeting of the share-holders, and formally there is no need here to rebuke the cooperative chairman. True, in many cooperatives, taking into consideration the complexity of convoking meetings, a different procedure is employed: a meeting gives the authority to the board of governors to consider questions linked with the exchanging of cooperative apartments, and to approve the decisions made by the board of governors with regard to these questions by conducting a written questionnaire among the ZhSK members. Although this procedure has not been stipulated by the rules that are in effect, according

to many jurists -- both scientists and practitioners -- it cannot be deemed to be improper.

[Letter] As a result of divorce, my former wife and I decided to split up. According to the exchange arrangement that was proposed to us, I was to get what seemed to be a nice room in an apartment with a small number of other people. I agreed, and without waiting for the official authorization, we moved. Each of us went to our new place of residence. But as soon as I began living my life again, I was convinced that I had been misled concerning the qualities of my room -- it was actually damp and cold. Do I have the right to ask for the exchange to be deemed to be invalid and to ask for compensation for my moving expenses? -- Yu. Sapunov, Saratov.

[Reply] You are posing the question incorrectly. According to the rules in Article 31 of the Principles of Housing Legislation and Article 71 of the RSFSR HC, an agreement concerning the exchange of housing accommodations goes into effect only as of the moment of receiving the official authorizations that are issued by the executive committees of the local Soviets of People's Deputies. (Refusal to issue an official authorization can be contested by court procedure within a six-month period.) Thus, it is only after the receipt of official authorizations that one can raise the question of the lack of validity of the exchange and the compensation of expenses.

Article 74 of RSFSR HC stipulates the possibility of having the court recognize the exchange as being invalid because of reasons that are established by civil legislation for recognizing the transaction to be invalid. It must be kept in mind that, with respect to a transaction concluded under the influence of being misled, Article 57 of the RSFSR Civil Code has established special rules for compensating for the losses incurred by the parties as a result of the recognition of that transaction as being invalid. If the party that has brought suit proves that the misunderstanding arose at the fault of the other party, he has the right to demand compensation from the guilty party for the losses incurred. But if the other party's blame has not been proven by the plaintiff, he himself must compensate the defendant for the losses incurred by the defendant.

In this situation no one has the right to ask for compensation for losses, since the transaction did not go into effect and the exchange cannot be considered to have been consummated. Like the other participants in the exchange, you can and even must return to your previous place of residence. In the event of a dispute, the court will decide the matter.

[Letter] Soon the court is supposed to consider my suit dealing with exchange under forced conditions, but I very suddenly became seriously ill and I am afraid that I will have to go to the hospital. But I do not want to postpone the case. I would like to give a woman friend of mine power of attorney, but people say that this requires going to a notary public, and I am in no condition to do that. What is the way out of this situation? -- T. Tsvetkova, Ulyanovsk.

[Reply] Cheer up! In order to give power of attorney to your representative in court, you do not have to go to a notary public. In conformity with the

rules stated in Article 45 of the RSFSR Civil Proceedings Code, this power of attorney can be certified not only by a notary public, but also by the organization where you are working or attending school, by the management of the building where you live, or by the management of an in-patient therapeutic institution if you are receiving treatment there.

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CSO: 1827/4

HOUSING AND PERSONAL SERVICES

MEDICAL ADVICE INTRODUCED AT MOSCOW OPTICAL SHOP

Moscow IZVESTIYA in Russian 21 Nov 85 p 3

[Article by L. Ivchenko: "What Can't Be Seen At 'Optika'"]

[Text] The concepts were impressive, the plans far-reaching. In "Optika" store No 3, opened eight months ago in the Moscow neighborhood of Bibirevo, it was proposed not only to fill routine orders for eyeglasses, but also to provide, for the first time in the Soviet Union, professional guidance in choosing ways of correcting specific visual defects. A special department was to be set aside for selling products for those with poor vision, where at the same time innovations and technical achievements in the field were to be demonstrated. This was also a first. The idea was for a physician-optometrist to aid nearsighted and farsighted patients in choosing eyeglasses, a routine service that is still somewhat rare in this type of store. The whole story was told in a piece entitled: "The Unusal 'Optika'", in Izvestiya No 60 of this year.

The things that happened in the store in the first few days after that article appeared! And what started later in the editorial offices! People in need of an ophthalmologist's help who had not received it at "Optika" unloaded all their frustrations on the journalist. And although we had not written that the doctors' service was currently available--this was mentioned only as something in the future--the readers were correct in one thing: Why was the future taking so long to come about? The doctors' hours, which the "Optika" production and trade association had promised to provide within a month, had not begun even after six months. And the office for choosing corrective eyeglasses for the visually impaired--of special importance due to its rarity--has not opened to this day.

There were various explanations from various officials.

"Do you think it's easy to find an ophthalmologist for that place?" said the head of the planning and finance section of Chief Directorate for Public Health of Mosgorispolkom [Moscow City Executive Committee] M. Vishnevskaya.

"We would find a doctor, but there is no rate established," was the lament at the Directorate for Ambulatory Aid to Adults. "There are no staffing provisions for this at 'Optika'."

Both directorates agreed on one thing: the newspaper is at fault--it shouldn't have written about this. The chief ophthalmologist of the Chief Directorate E. Vilshanskiy agrees with them:

"This is an inappropriate approach on the part of the 'Optika' association's former director, his way of pressuring the main administration. The vision correction office was planned to open in 1985. This is an important and necessary matter; even the main administration's board reviewed it. It was proposed to submit suggestions as to the details of the opening."

At this point the press reported about the good intentions, and the head of the main administration L. Vorokhobov and chief Moscow ophthalmologist E. Vilshanskiy began to be plagued by interested individuals, including representatives of the All-Union Scientific Research Institute for Medical Instruments, who were striving to accelerate the introduction of methodology and equipment they had developed. The head of the institute's department of technology for the blind, V. Usik, "wore down" the chief ophthalmologist to the point that the latter characterised his efforts as "arm twisting".

"We do not have a situation that warrants dropping everything else and concentrating on doctor's hours at 'Optika'. It is good, of course, that Usik is dedicated to his cause," he softened a bit. "Were it not for his energy, things wouldn't be happening as quickly. But one cannot force the course of events, either."

Vilshanskiy should know better than anyone that a "situation" exists in ophthalmological services in Moscow. Inasmuch as there is an even greater shortage of vision specialists in other areas, a significant number of non-residents are coming to the capital for help. This is why the question of the service at 'Optika' is not a minor one. Concentrating the selection of vision correction aids and helping prepare them is not only convenient--it is one way of solving the problem for those regions where there are no vision specialists.

And finally, in seven months, the main administration issued an order to open an office for selection of vision correction at 'Optika', starting on October 1. Generally there were no financial problems--the fact that there is a large number of unfilled slots for vision specialists in Moscow polyclinics was taken advantage of by transferring one of them to the store. A physician was found as well.

But the office where the specialist was to conduct his business is unfortunately still empty. And this upsets the store director A. Khanukayev: When the doctor comes, how and with what will he be working? Who is supposed to choose the equipment? Who will pay for it? This last (but not least) point was not covered in the order. And the director of the 'Optika' association, V. Ovchinnikov, didn't even know about the order itself a month after it had been signed.

"It hasn't reached me. However, if need be, I'll look into it...."

And there is something to be looked into: according to the order the office was opened on October 1, however, nobody knows if there will actually be anyone on duty even in January. The counter for vision correction devices is empty: There is nothing there but two or three lenses.

So once again the institute's laboratory workers and engineers, whose job is to create new products for the visually impaired and develop new methods, not stumped for staffing positions, doctors and equipment for 'Optika', are knocking on doors of various offices.

'Optika' in Bibirevo is a forerunner of what is to come. Such stores should in time appear in every large city of the country. Who will occupy themselves with this? Enthusiasts?

As this material was going to press, we were told that the problem of equipping the office for the vision-impaired had already been solved thanks to the efforts of E. Vilohanskiy. One week had passed since our conversation. That's how it should be.

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CSO: 1827/60

HOUSING AND PERSONAL SERVICES

EXPANDING RECREATIONAL SERVICES FOR POPULATION

Moscow VOPROSY EKONOMIKI in Russian No 10, Oct 85, pp 51-60

[Article by V. Zinin and I. Diskin: "Cultural and Information Services to the Population"]

[Text] The primary content of activities by the party and the people in the foreseeable future will be planned, comprehensive improvement in developed socialism. Resolution of this task assumes ensuring an organic unity of the economic, social and spiritual progress of society which, in turn, requires the development of a complex of theoretical and applied problems.

Objective socio-historical natural laws have caused a considerable acceleration and intensification of the processes of spiritual development and have intensified their interconnection with scientific-technical and socioeconomic progress. Spiritual culture has now come to intervene more actively in social life than in any preceding period, to determine the present state of and trends in improving the society of developed socialism and the ways and means of its growth into a communist society.

When investigating the interaction of sociocultural development with other social subsystems, two components of this process should be delineated within the framework of the socioeconomic examination of the problem. The first consists in the fact that sociocultural development, which is characterized to a significant extent by the dissemination of the values and norms of the socialist way of life, creates subjective prerequisites for socioeconomic and scientific-technical development. As a result, the socialist attitude towards labor is deepened, socialist entrepreneurship and initiative are broadened and an attitude of thrift towards national and cooperative property is inculcated. One important result of sociocultural development is the workers' assimilation of motivational attitudes in social production; these are necessary to the effective functioning of the economic mechanism.

Sociocultural progress is inseparably linked to the activity of cultural and mass-media branches. The consumption of corresponding goods and services and familiarization of the populace with cultural goods and values emerge simultaneously as a means of social control -- ideological-political, moral and esthetic education. However, this process should not be simplified by taking it to mean simple cause and effect ties. In practice, it is effective only when it relies on a solid foundation of appropriate socioeconomic policy.

The complexity and mediating function of the ties between the activity of cultural organizations and institutions and the mass media, on the one hand, and sociocultural development, on the other, lead to a situation in which the social impact of their activity cannot be viewed as a relationship between expenditures on some local cultural or informational measures and direct economic results. The results of the activity of a given national economic complex as a whole should rather be examined within the framework of a social reproduction cycle covering 15-20 years. The planning horizons within which it is appropriate to examine the strategic problems of developing this complex interlinked with the tasks of sociocultural progress are the "Comprehensive Program of USSR Scientific-Technical Progress" covering a 20-year period and the "Basic Directions of USSR Economic and Social Development" covering a 15-year period. More-frequent questions connected with implementing a strategy chosen, with perfecting cultural and information services to the population, must be resolved within the framework of the five-year and annual plans.

Goods and services available to the public through the complex of cultural and informational facilities are made use of in free time. It was noted at the June (1983) CPSU Central Committee Plenum that "leisure must be rich and interesting, it must help develop the gifted person and remove the psychological stresses accompanying the rhythm of modern life." Thus, the second component of the process whereby sociocultural development interacts with other social subsystems consists in the fact that cultural and mass-media organizations and institutions participate, in the course of reaching these goals, in reproduction of the workforce, and their functional contribution to this process can be fully evaluated and measured from socioeconomic positions. The reference here is to a phenomenon wholly localized in time and space, and this creates the methodological prerequisites for evaluating the socioeconomic effectiveness of the complex of cultural and information services.

The communality of tasks of sociocultural development and organizing a variety of valuable leisure activities for the populace and the interchangeability, within the framework of a real choice, of forms and methods for spending free time by various strata and groups results in a functional unity of the aggregate of cultural and mass-media organizations and institutions and, consequently, of the branches unifying these organizations and institutions. Such a functional unity enables us to examine this aggregate of branches as an integral, self-reliant national economic complex.

The culture and mass media national economic complex is an integral part of the unified national economic complex. It represents an aggregate of enterprises, institutions, organizations and administrative agencies producing, distributing, protecting and organizing the consumption of cultural and informational goods and services, thus ensuring meeting the cultural and information needs of the populace. According to this definition, the complex includes enterprises producing cultural and informational goods, the cultural and art objects proper, and the mass-media institutions and organizations. Thus, this national economic complex includes both production and nonproduction facilities ensuring cultural reproduction.

A strong cultural potential capable of meeting the growing spiritual needs and diverse interests of all strata of the populace has been created as a result of

consistent, purposeful policy in the USSR. The country has evolved a broad network of libraries, the number of palaces and houses of culture and the number of clubs has increased, each union and autonomous republic has professional theaters, and an extensive network of movie houses provides services to many millions of movie-goers. Some 90 percent of the populace watches television programs, and radio broadcasts are available to the entire populace. During the years of Soviet power in the USSR, 3.4 million books and pamphlets in a total of 60 billion copies have been published in 162 languages, including 89 languages of the peoples of the USSR. The country published 8,273 newspapers and 5,308 magazines and other periodicals. Considerable change has occurred over the past 20 years in the structure of the levels of services offered by cultural institutions and the arts.

Services Volume Structure of the "Culture and Art Branch" (in percent)

type of service	1960	1965	1970	1975	1980
all services	100	100	100	100	100
including:					
culture	22.5	26.1	32.0	38.0	46.5
art	74.5	73.9	68.0	62.0	53.5
of these:					
movies	80.0	77.0	74.0	70.2	67.0
theaters	7.0	7.05	7.2	7.3	7.35
others (circuses, museums, and so forth)	13.0	15.95	18.8	22.6	25.65

During this period, the provision of the populace with services by cultural and art institutions increased two-fold. Thus, whereas each resident accounted for 10.2 rubles worth of cultural and art services in 1960, 2.6 rubles worth of which was paid for by the state, the figures were 22.3 and 13.6 rubles, respectively, in 1980. These scales of activity in the national economic complex being examined here are an additional stimulus to increasing the effectiveness with which it functions. Under present conditions, this task is being actualized within the framework of an overall program of improvement in the economic mechanism.

As a result of substantial structural shifts in the cultural and information needs of the various strata and groups of the populace, a number of problems have arisen which complicate the transition to intensive paths of development. These include "competition" for the listener, inadequate differentiation of work with the various strata and groups of the populace, slow introduction into cultural and information services practice of the achievements of scientific-technical progress, limited allocation of resources to develop this sphere and insufficiently effective use of the cultural infrastructure. In order to resolve them, we need to improve the economic mechanism for managing the activity of the complex of branches, organizations, institutions and enterprises providing cultural and information services to the populace.

The first important problem is to overcome branch inclusivity in defining the goals, tasks and directions of their activity. In order to do this, we need to take into account the actual interchangeability of goods and services being offered by corresponding branches to the populace. It is dually manifested.

First, this interchangeability is associated with the fact that different goods and services are bearers of the exact same values and norms of the socialist way of life. As a result, there is a real interchangeability of these goods and services at the content level. Second, it exists at the level of recreational opportunities provided by corresponding goods and services. In this aspect, the shortcoming of offering individual cultural and information goods and services finds partial substitution by other analogous goods and services which are viewed by corresponding strata and groups of the populace as providing the needed leisure. It is appropriate to work out development plans for the branches, institutions and enterprises taking into better account the growth prospects of related branches.

Poor awareness of the specifics of the activity of the various cultural, art and mass-media institutions from positions of their sociocultural significance, the structure of the potential audience, and prospects for shaping the demand for corresponding types of cultural and information goods and services, is another manifestation of the problem of branch inclusivity. Currently, financing and price formation in these branches are done on the basis of principles which have evolved either during the cultural revolution period, when the problem of familiarizing workers with the achievements of culture and art became critical, or in the initial period of developing the mass media.

The system of clubs and libraries being developed in the immediate post-resolution years set as its top-priority task the creation of a material and organizational base for the cultural development of the workers, for satisfying the striving of the broadest masses of the people for a genuine culture. V. I. Lenin emphasized that "nowhere else are the masses of people as interested in true culture as they are here; nowhere else are the questions of this culture posed as profoundly and as consistently as they are here...."¹ Proceeding from these tasks and taking into account the actual economic conditions of the lives of the workers, the activity of the institutions of mass culture was structured on free availability principles.

The approach to financing and price formation in theaters was shaped by a whole series of reorganizations. Conducting a financial-economic policy which would ensure expansion of the theater audience by attracting new strata and groups previously outside the sphere of influence of this art was required by the tremendous importance of the theater arts in our country to disseminating advanced ideas. One expression of this policy was the state subsidizing of the activity of theaters and orchestras. The question of museum financing was resolved similarly.

Thus, policy in the area of financing art institutions set as its task stimulating the demand for the services of these institutions by lowering prices relative to expenditure levels. This discount policy was operative when setting prices for books, newspapers and periodicals, the basic means of mass information of that period. As the most common means of propagandizing socialist ideas, the newspapers and periodicals had to be disseminated among the entire populace of our country, without creating restrictions for individual strata and groups with different levels of income.

¹V. I. Lenin, "Polnoye sobraniye sochineniy" [Complete Works], Vol 45, p 364.

It should be noted that there has from the outset been a strong demand for cinematography services and, consequently, the task was not so much to stimulate it as to satisfy it fully, in which connection the financial-economic policy in this area was different. Cinematography experience, when its ideological-political importance, being "the highest among all the arts," did not conflict with economic tasks, was used in developing new mass media, radio and television broadcasting. The existence of strong effective demand for radios provided an opportunity to set radio prices which would ensure overall profitability, taking into account expenditures on financing from the budget for preparing radio and television programs. Thus, the tasks of ideological-political education and artistic-esthetic development of the country's populace were combined with implementation of general economic principles in this activity as well, ensuring the broadest contacts with culture and information for the populace. At the same time, enterprises and institutions producing cultural and information services are in the state budget, and the economic impact of their operation is actualized in the form of a turnover tax when household radio and television sets are sold. Inasmuch as these devices are not, with the exception of tape recorders and record players, capable of rendering services in and of themselves, without radio and television broadcasting, the necessity arises of linking the economic mechanisms of management to the corresponding branches.

Significant changes have by now taken place in the activity of the national economic complex of cultural and information services to the populace. Thus, over the past 20 years, the overall educational level of the populace has risen sharply, there have been radical advances in its social structure, and free time has increased. All these factors have caused serious changes in the way of life of a majority of our country's populace, in the cultural and informational needs of practically all social strata and groups. As a result of these advances, the number of contacts the populace has with the mass media has increased and the spectrum of cultural and information goods and services has broadened. Given the overall growth in the demand for such goods and services, the consumption of consumer goods (books, newspapers, magazines, records, home radios) has grown at substantially higher rates, as has the use of paid services (visits to museums, circuses, variety and orchestral concerts, theaters, movies, attractions, and so forth). The level of consumption of free services offered by clubs and libraries has risen more slowly. One reason is the diminished influence of income level on the volume and structure of the consumption of cultural and information goods and services. According to sociological research data, the influence on this indicator of social differences among the individual strata and groups of the populace has decreased appreciably. Under the conditions which have evolved, it is objectively necessary to improve the existing economic mechanism of the national economic complex of cultural and information services to the populace in order to make it effective, both from the viewpoint of creating favorable conditions for the populace to consume the corresponding goods and services and from the positions of shaping demand for them.

Thus, under modern conditions, we note definite conflicts between the tasks of sociocultural development of society and development of the cultural-information complex. Under mature socialism, when socialist society is being developed on its own base and when the goals of sociocultural development in

the period of developing socialism have been reached, it is necessary to change over to a socioeconomic policy in the area of culture and art which will correspond to the specific tasks of developed socialism in the area of socio-cultural development.

Party and government decrees have been adopted to resolve these tasks in the area of developing television and radio broadcasting, cinematography, the regional press, parks of culture and recreation, the material-technical base of the printing industry, and improving the use of clubs and sports facilities. In resolving the tasks of combatting drunkenness and alcoholism, extensive use of the opportunities offered by cultural institutions has been planned.

Perfecting functioning of the culture sphere presupposes resolution of a number of problems. First among them is the creation of organizational-economic prerequisites ensuring unity of purpose for all branches comprising the national economic complex of cultural and information services to the populace and coordinating the tasks aimed at developing them.

The first experiment was development of the "Culture" section of the "Comprehensive Program of USSR Scientific-Technical Progress Up To 2005," which was of important theoretical and practical importance. However, it poorly reflected national and regional cultural features, and that is essential for so multinational a country as ours. Opportunities for using the achievements of scientific-technical progress in developing this particular national economic complex were not fully revealed. The reciprocal influence of problems of sociocultural and socioeconomic development was inadequately studied. We therefore need to accelerate development of the theoretical and applied problems noted in order to create the prerequisites necessary to further work on the Comprehensive Program.

One of the central theoretical problems is to develop methods of evaluating the socioeconomic effectiveness of the activity of the national economic complex of cultural and information services to the populace. Critical analysis of this problem has different specifics for the different plan horizons. When examining the "Comprehensive Program of Scientific-Technical Progress," consideration should be given to the whole complex of corresponding sociocultural consequences of changes in the socialist way of life, including the effects on the sociopolitical, family and home life, production and leisure social subsystems. Implementation of a research program including study of these interconnections, critical analysis of the indicators reflecting these ties, the creation of methods of measuring them and inclusion of the methods developed in realistic plans, is the most consistent way of solving the most important problems in the theory of how this national economic complex being studied functions.

At the same time, the problems of developing the national economic complex of cultural and information services to the populace, determining promising ways and means of actualizing the basic goals, are not exhausted by the Comprehensive Program framework. Development of a "Target Comprehensive Program of Development of Cultural and Information Services to the Populace" would be an important step towards creating conditions favorable to further spiritual progress by the Soviet people. In order to develop such a target program and, even more so to implement it, we need corresponding organizational forms which would ensure

comprehensive leadership of the development of this particular national economic complex on an interdepartmental basis. Thus, it would be appropriate at the national economic level and for the large union republics to retain existing branch agencies, whose work would be coordinated by a system of state interdepartmental cultural and information services commissions. For republics with no oblast subdivisions and for republics possessing a relatively small network of corresponding institutions, it would be more effective to merge the corresponding departments into a single agency.

The next organizational questions which need to be resolved within the framework of perfecting management of the national economic complex of cultural and information services to the populace are those concerning the interaction of institutions, enterprises and organizations participating directly in services to the populace. Absence of proper coordination of their work often leads to parallelism and duplication of effort, on the one hand, and to inadequate coverage of service zones or audiences, on the other. In turn, this leads to ineffective use of material, labor and financial resources and to slow improvement in service quality. A system of territorial cultural and information service complexes unifying service zones and collectivizing the available resources would, in our view, be more effective. The RAPO [not further identified] would be a prototypical organizational-economic form of such an association.

It would be appropriate to include in such a territorial complex all organizations, institutions and enterprises performing cultural and information-service functions for the populace, regardless of departmental subordination. At the same time, each of these organizations would retain its own source of financing in an amount set for it in accordance with the level of its activity. Services would be zoned and the institutions comprising the association would be specialized based on work with different strata and groups of the populace, with consideration of differences in the forms and methods of their services, within the framework of such associations. Specialization of this type would provide an opportunity to eliminate parallelism and duplication. Advantages of such a complex would be the redistribution of financial resources in the interests of improving services, broadening the availability of paid services to the populace and creating reliable sources of material incentives for workers in the complex, and resolution of problems of material incentives for cultural workers. Other advantages might be centralization of such auxiliary functions as material-technical supply, transport, repairs, and so forth.

However, under present conditions, the creation of such complexes presents a serious difficulty, inasmuch as interdepartmental consolidation of cultural and information services does not have the corresponding organizational-legal and financial-economic basis. At the same time, the solution of problems of perfecting the management of cultural and information services to the populace at the territorial level requires the fastest possible working out of these problems.

The creation of such organizational-economic associations at the territorial level as described above would permit increasing flexibility in the work of the corresponding institutions, making more services available to the populace and making more extensive use of economic levers and the principles of material interest. Resolution of this important task of perfecting cultural-information

services to the populace cannot feasibly be based on today's budgetary forms of financing corresponding institutions due to the relatively high cost of the equipment available. Their introduction must be accompanied by considerable expansion of the offering of paid services to the populace on the given basis. Organization of a variety of amateur associations, courses, and so forth, which use modern video equipment, programmable electronic games and other promising equipment, on a subscription basis, will permit, on the one hand, expansion of the spectrum of services being offered the populace to organize leisure time so that is used valuably, to raise the cultural level and improve ideological-political and moral education, and, on the other, simplification of the financial base of the corresponding institutions.

One of the problems affecting the functioning of the whole complex being examined here and, as a consequence, the economic mechanism, is the introduction of achievements of scientific-technical progress. As was already noted, the appearance of new equipment in the cultural and information service makes substantial modifications in the prospects for developing particular channels of culture and information. Thus, the appearance of television led to a reduction in attendance at movie theaters. The development of modern records definitely competed with concert-going, affecting variety theaters in particular. Similarly, the appearance in the very near future of such equipment as videotape recorders and video players cannot but affect the activities of the complex. As analysis has shown, substantial shifts towards expansion of the share of "home" forms of leisure are quite possible, which may have a negative impact on the activity of cultural-education institutions. In this connection, it is necessary that we begin now to develop effective forms and methods of using the indicated equipment in the activity of the most accessible institutions of culture so as to counterbalance these potential negative trends with an integrated strategy.

The development of such a strategy is also connected with the economic mechanism. Today's price-formation system and normatives for equipping cultural and arts institutions and organizations leads to a situation in which new equipment first reaches people through their personal lives and only after that are the institutions providing cultural and information services provided with it. In order to stay the trend towards a reduced role for the mass institutions of culture in providing cultural and information services, we need to use these new devices from their very first appearance on the market, to make them an important component of the material-technical base of culture.

The second problem includes the creation and improvement of a methods apparatus for comprehensively planning the indicators of cultural and information services to the populace. The range of indicators should be improved, with attention to strengthening the role of indicators characterizing the end results of work by the complex -- marketing and consumption of corresponding goods and services by the populace. Such an approach corresponds fully to the demands of strengthening the social orientation of planning, permits allocating resources for an increment in end results, and more closely links expenditures to increasing the socioeconomic effectiveness of the complex as a whole.

An important role in perfecting the methods apparatus of planning the development of the national economic complex of cultural and information services to

the populace is played by creation of a system of planning normatives which ensure linkage of the goals of sociocultural development and long-range tasks of perfecting cultural and information services to the populace to meeting its corresponding needs, on the one hand, and indicators of the activity of cultural institutions and organizations, the arts and the mass media, on the other. The development of such normatives must take into account both long-range socioeconomic prospects and the national, regional and specific features of cultural development in our country, the actual interchangeability of the cultural and information needs of the populace and scientific-technical progress.

Perfecting the methods base of the system of statistical accounting and reporting through more comprehensive reflection of the different types of statistical groups involved in the process of producing, disseminating, retaining and organizing the consumption of cultural and informational goods and services by the populace is also very important.

In order to solve a portion of the problems noted here, we are currently preparing proposals on creating in the "Unionwide Classification of Branches of the National Economy" a collective branch to be called "cultural and information services to the populace," by analogy with such collective branches as "geological surveying," "personal services" and "water resources management."

It is proposed that this collective branch encompass those types of activity in the "Unionwide Classification of Branches of the National Economy" which comprise the culture and mass-media national economic complex. Thus, it would be appropriate to include the following subbranches in this branch: production of cultural and information goods, production types of mass media, culture, art, non-production types of mass media, as well as individual groupings associated with training specialists for the corresponding branches.

Creation of a "culture and information services to the populace" collective branch would facilitate analysis of the use of the material-technical base of this whole complex, the compilation of statistical data for comprehensive planning of the development of this complex, and evaluation of the aggregate socioeconomic impact of its operation.

The next important comprehensive problem is that of restructuring the financing and price formation system on the basis of principles common to this entire national economic complex, including: correlating the sociocultural importance of the individual types of cultural and information goods and services for the various strata and groups of the populace and the different regions of our country, evaluating potential opportunities for broadening consumption levels with regard to the actual structure of the audience and consumers of cultural and information goods and services, considering opportunities for allocating public funds to develop the complex, revealing the size and structure of the effective demand in the populace for corresponding types of goods and services, and ensuring socially guaranteed conditions for acquainting the populace with cultural values.

In this regard, it is important to analyze in depth the actual economic practices of organizations and institutions of the national economic complex of cultural and information services to the populace. As is known, it includes

facilities operating on full cost accounting principles (industrial enterprises producing cultural and informational goods, culture and recreation parks, movie theaters, circuses, publishing houses), institutions operating on state subsidies (theaters, concert organizations, movie studios) and organizations in the state budget (clubs, libraries, museums, television and radio studios, archives). The relationship between these forms of economic activity should be re-examined, inasmuch as it will be necessary, as a result of improvement in these corresponding forms, to increase the efficiency of the entire national economic complex and of its individual components. The necessity of solving these problems results from the fact that development of consumer goods production and improvement in the system of services to which cultural and information services to the populace relate are among our top-priority social tasks.

Heightening the role of economic levers and incentives in managing development of this complex is an important aspect of perfecting the economic mechanism in managing the cultural and information services national economic complex. As the opportunity presents itself, the establishment of an overall limit on financing its development by planning and financial agencies, with retention of the opportunity for broad redistribution of the resources allocated by departmental management agencies in accordance with the priorities established within the national economic complex framework, could play a positive role at the national economic level. We need to significantly broaden the opportunities local Soviets have to centralize the resources being allocated from all sources to develop cultural and information services.

More of the funds of public organizations and the populace and more enterprise and organization sociocultural development funds should be attracted as sources of financing to develop this national economic complex to finance measures aimed at improving cultural and information services to the populace, professional and independent art, and protecting and restoring historical and cultural monuments. The arts lotteries are currently used to meet these goals to some extent. The Victory Memorial on Poklonnaya Gora in Moscow and a number of other monuments and structures are being erected with considerable participation by contributions from the populace, public organizations and enterprises. In this connection, it would evidently be appropriate to create a special target fund, a USSR Culture Fund, intended for participation in financing major cultural measures, creating works of culture and art, and developing the mass media, which would be similar in organization to the Soviet Peace Fund. Voluntary contributions from the populace, organizations and enterprises could be directed into this fund, permitting their more purposeful use in developing cultural and information services to the populace. Moreover, we should be discussing questions connected with broadening the functions of incentives for developing culture and the arts provided by public organizations and enterprises, basically in the form of various contests and bonuses. It would be possible in this context to try out such forms as ordering and target financing for new performances and showings of films on appropriate socially significant topics or conducting an experiment in using new artistic-esthetic media, and so forth. As a result, state orders could be complemented by orders from public organizations, very large enterprises and construction sites, for large works. The creative unions could experiment.

Resolution of the above problems of perfecting the economic mechanism of the national economic complex of cultural and information services to the populace will permit a significant heightening of the role of this complex in the spiritual development of the Soviet people and strengthening the impact of culture and the mass media on solving pressing social and economic problems of the society of developed socialism.

In addition to general questions concerning the entire complex, we should examine a number of branch problems. Perfecting the organizational structure of management -- strengthening republic and regional centers -- is an important direction in developing television and radio broadcasting. This would, in turn, enable us to increase their role in developing national cultures, preserving and strengthening progressive traditions, and strengthening the exchange of spiritual values and mutual enrichment of cultures.

It is also necessary to perfect the economic forms of radio and television broadcasting work. We should open to discussion the question of restoring subscription payment for the use of radio and television sets, which is at present included in their price. However, this decision will not, in and of itself, ensure better-quality radio and television broadcasting. The institution of a subscription payment must be a stimulus to radio and television programming quality. It is therefore important to organize "feedback" which would economically affect the work of institutions in this branch. The creation of cable television systems could resolve this task, but other organizational-technical measures connected with selective permanent monitoring of the quality of both the individual broadcasts and the programs are also possible.

In cinematography, it is appropriate to improve the economic mechanism, with one effective direction possibly being the broader introduction of brigade forms of labor organization, material and moral incentives which orient workers towards attaining good end results, better service quality and availability.

The resolution of socioeconomic problems of developing printing, publishing and the book trade must, as the opportunity arises, be based on continuing to improve branch management so as to eliminate parallelism and duplication of subject matter, intensifying specialization, consolidating national and regional publishing houses, and developing coordination of publishing activity by different departments and public organizations.

The problems of perfecting the economic mechanism of the national economic complex of cultural and information services to the populace are not limited just to developing narrow economic problems. To solve them, we need the joint efforts of economists, sociologists, lawyers, culture specialists, philosophers, and so on.

The April (1985) CPSU Central Committee Plenum noted that we are currently developing "a social program for the party to bring out at the 27th Congress." The growing role of culture and the mass media in the social life of our society insistently demand an integrated system of steps to improve cultural and information services to the populace as an integral part of that program.

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CSO: 1827/51

'SYNTHETIC' FLOOR COVERING EXPERIMENT CAUSES CONCERN

Architect Answers Complaints

Moscow STROITELNAYA GAZETA in Russian 14 Jul 85 p. 2

[Unsigned article: "The Rise and Fall of Versunite: the Story of One Experiment"]

[Text] "The Taming of Versunite"--a letter from our reader, N. Ibragimova from Kazan, was published under such a heading in STROITELNAYA GAZETA No 36 (24 Mar 85). She is the happy, and at the same time, unhappy possessor of a three-room apartment: the floors in her house are covered with versunite, a synthetic carpet. N. Ibragimova complained about all sorts of inconveniences connected with this: it's difficult to tidy up the apartment, the children are often sick...

The story of the development and use of pile carpets in construction is interesting and instructive. Thinking it over, you are once more convinced that even thorough laboratory tests cannot guarantee the effectiveness of a new material's performance without its careful experimental check.

We have asked V. Ginzburg, architect and senior scientific associate of the TsNIIEP building (Central Scientific Research and Planning Institute for the Standard and Experimental Planning of Housing) to talk about the rise and fall of versunite.

Yes, N. Ibragimova's family, like others who have fallen into a "carpeted trap," are in an unenviable position. Unenviable and annoying because synthetic carpets were conceived and developed not only as a floor covering, but also as an important aesthetic element of the contemporary interior. The successful combination in them of heat and sound insulation and durability and wear resistance with contemporary interior decoration style has allowed these materials to be considered quite comfortable.

They first appeared 30 years ago when the emerging fashion for bent-metal furniture stimulated the development and use of pile carpet materials in which wear-resistant synthetic fibers were substituted for scarce natural wool.

At the beginning of their existence, domestically made carpets enjoyed an increased demand and were sold basically through the trade network. Very few of them were allotted for construction and they were put only in public buildings: hotel rooms and corridors, offices of administrative building complexes, in library reading rooms and in kindergarten playrooms.

But the output of carpets has gradually come to exceed trade needs and builders have requested Gosgrazhdanstroy [State Committee for Civil Construction and Architecture] to allow the use of synthetic carpets in mass housing construction.

The builders have argued their proposal impressively: the laying of carpets is the same as "warm" linoleums and allows labor costs to be sharply cut (to almost one-third in comparison with parquet) and sound insulation in paneled buildings to be improved.

These were serious arguments. And the certainty emerged that both the quality of construction and its degree of economy could simultaneously be improved with the help of carpeted floors. Which, by the way, foreign experience has confirmed. And nevertheless, before giving permission to use them, specialists from the IsNIEPzhilishcha Center for the use of effective building materials and from specialized organizations have conducted numerous investigations. First and foremost, it is the public health and hygiene investigations which are the basis of operational requirements and are especially important in determining the possibilities for synthetic use.

Scientific research has been carried out on a broad spectrum from the chemical composition of the synthetic materials to the possibility of the accumulation of static electricity charges in carpets. Research has shown, for example, that synthetic floor coverings have high bactericidal properties. This means that they are not a nutrient medium for bacteria, in contrast to wood where microbes feel fine. Indicators for food assimilation have also proven to be higher than normative.

The color, design and surface texture of a carpet create a definite color climate in a room. Artists have participated in their development. A special commission chose patterns such that the bright and variegated coloring would not give a feeling of weariness and a too resilient padding or exaggeratedly high pile would not lead to unnecessary expenditure of muscular effort.

It seemed that everything had been thought out, all the research conducted had given positive results and there were no objections to using domestically carpet materials for permanent coverings in living and utility rooms in apartments.

However, the first experiences in the experimental laying have already brought disappointment. First and foremost, it turned out that mass housing construction received only one version out of all the types of carpet materials produced: a single-color felt pile material which is supplied by enterprises in Kiev, Samel, Karaganda and Latvia. The rather unfastidious mass buyer has allowed industry not only to increase production volume, but also to

ensure an increase in profitability through using lower quality but cheaper material and reducing anti-static additives. And the result? Less elastic vorsonite has begun to be produced and residents have started to complain that during contact with heating radiators or other grounded objects, an electrical shock is felt.

In addition, it's become clear that considerable difficulties are linked with cleaning permanent carpets. Our vacuum cleaners are poorly suited for cleaning carpets. The problem here is not the lack of power (its increase can only lead to a faster destruction of a pile carpet), but the lack of special vibrating nozzles or attachments for sucking up the cleaning foam. Industry has still not put these simple devices into production.

The situation which has arisen with vorsonite today has forced public health physicians and decorating specialists to reexamine their attitude toward its use in mass housing construction. This concerns children's institutions to an equal degree. Until a substantial increase in the quality of vorsonite and the output of appropriate devices for its cleaning, it is deemed undesirable to use this material.

Commentary From the Department of Letters and Mass Work

When this publication was prepared for press, the USSR Ministry of Health approved a document which prohibited all domestic and imported carpet materials for use as permanent floor coverings in residential buildings, kindergartens and nurseries. But at the moment of the approval of the document, builders in the course of the "experiment" were laying about a million square meters of vorsonite. Plus, according to reports from TsNIEPzhilishcha, the population has acquired almost 15 million square meters of synthetic carpet through the trade network since 1977. Their output continues even up to the present.

And now the Ministry of Health prohibits all this. And, one must think, correctly so, since the ban was adopted for the good of the people's health.

...The technical bungling of "carpet matters" is costing both the consumer and the state dearly.

Resident Takes Action

Moscow STROITELNAYA GAZETA in Russian 28 Aug 85 p 3

[Unsigned article: "The Story of One Experiment"]

[Text] "In April 1983 we received a three-room apartment in a new house. We would have been happy, only the floors in it turned out to be covered with vorsonite. It's impossible to wash them or clean them with a vacuum cleaner.

"Wherever I turned to, asking that the floor covering be replaced, the answer was the same: 'Everything was done correctly and in compliance with public health norms.'

How much more we will worry about these floors?..." [Letter from N. Ibragimova in Kazan]

This letter was published in STROITELNAYA GAZETA No 13, 4 Mar 85, and provoked much mail. N. Ibragimova is not the only one who worries about verminite floor coverings. The seriousness of the problem treated upon forced the editorial staff to request senior scientific associate of TsNIIEPkhilizatsii, architect V. Ginzburg, to comment on the mail concerning this topic and that was done in the material "The Rise and Fall of Verminite: (STROITELNAYA GAZETA No 84, 14 July 85).

Official Gostroy Response

Moscow STROITELNAYA GAZETA in Russian 28 Aug 85 p 3

[Article by D. Pan'kovskiy, deputy chairman of USSR Gostroy: "USSR Gostroy Decision"]

[Text] The USSR Gostroy, together with Gostekhnadzor (State Committee for Civil Construction and Architecture) has examined the material "The Rise and Fall of Verminite." USSR Gostroy has issued a directive based on the new "List of Polymer Materials and Structures Which Are Allowed for Use in Construction by the USSR Ministry of Health." The directive requires floor coverings using synthetic fibers from those allowed for laying in residential houses, childrens' preschool and hospitals and dispensaries.

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CSO: 1827/30

HOUSING AND PERSONAL SERVICES

BOOK SHOWS SERVICES AVAILABLE TO VILLAGERS NEAR MOSCOW

Moscow KNIZHNOYE OBOZRENIYE in Russian No 41, 11 Oct 85 p 6

[Article: "Rural Dwellers' Leisure Pursuits: Moscow Oblast Today"]

[Text] Let us ask ourselves: do agricultural workers have enough leisure time? In the opinion of 50 percent of the Moscow Oblast villagers polled, they do not. This is naturally associated with the specifics of agricultural work. With the conversion of agricultural branches to an industrial footing, rural dwellers will have more free time. I. Zhuravleva's book "Dostug zhiteley sela" [Rural Dwellers' Leisure Pursuits] (Moscow, Moskovskiy rabochiy, 1985) is devoted to the organization of the leisure time of villagers as exemplified by Moscow Oblast sovkhozes and kolkhozes. Here are several facts from the book.

According to a time budget study, the available leisure time of male collective farmers is approximately 17 hours a week (for female collective farmers--14 hours a week) in a number of oblasts including Moscow Oblast; state farm personnel have slightly more leisure time: males--23 hours; females--15 hours. There is more leisure time in the winter as a result of the reduced volume of field work.

According to a sociological study of 68 sovkhozes and kolkhozes in a number of the nation's oblasts and republics, including Kalinin, Ryazan and other oblasts in the Nonchernozem Zone, rural intellectuals' favorite leisure activity is reading books, newspapers and magazines (88 percent of the farm managers and 85 percent of the specialists); their second preference is listening to the radio and watching television (68 and 58 percent); their third preference is going to the club or the movies (44 and 45 percent). Representatives of the most common occupations in the countryside--equipment operators and animal husbandrymen--also rate reading as their favorite leisure activity (66 percent of the equipment operators and 60 percent of the animal husbandrymen); their next favorite activity is radio, television and the club. Workers performing unmechanized work spend a large part of their time before the television screen or beside the radio. Next comes reading newspapers and books and visits to the club.

Rural dwellers spend quite a large amount of their leisure time (males--14 percent; females--24 percent) visiting friends, relatives and neighbors primarily at home. Consequently designs and plans of new rural homes must take into account the historically developed functions of the peasant home: to be a place not only for sleeping, eating and economic activity, but also a place for entertaining and socializing. A certain amount of work is already being done in this direction: the one-story and two-story one- and two-family cottages built in rural areas usually have spacious living rooms and entrance halls.

Visits to cultural institutions occupy a prominent place in the leisure time of rural dwellers. In the countryside, they are first and foremost the club and the library which are visited by 40-50 percent of kolkhoz members and sovkhoz workers. They spend an average 4-7 hours of their free time there each month.

Rural dwellers do not as yet devote sufficient attention to physical culture and sport: men--1-2 hours; women--approximately 1 hour a week. The need for physical education will increase from year to year since mechanization and automation will make work easier and hence the physical demands on the organism will gradually diminish.

Moscow Oblast has a highly developed system of cultural and art institutions. Let us take music, for example. The first music schools were established in the settlement of Kosino, in the cities of Shchelkovo, Stupino, Zagorsk, etc., almost 40 years ago. Musical education has acquired particularly broad scope in Moscow Oblast in the last 10-15 years. Today there is not a single rayon that does not have a music school. In the capital oblast, there are now 256 children's and evening music schools in which 40,000 persons study under the supervision of 6000 teachers. The oblast also has four music training schools. A noteworthy event was the opening of the children's philharmonic (under the auspices of the Moscow Oblast Philharmonic) which has the mission of popularizing music culture in all corners of Moscow Oblast.

Moscow Oblast's cultural life is in full swing the year round. Rural dwellers are well acquainted with the Moscow Oblast Drama Theater whose collective regularly tours all rayons in the oblast with its best plays: "Bolsheviks," "Crimson Forest," "The Innocent Guilty," "Cruel Games," etc. The Moscow Oblast Puppet Theater frequently visits rural children.

Every year innovators submit approximately 300,000 innovative proposals, the introduction of which makes it possible to conserve a large amount of electricity, fuel and other resources.

The Moscow Oblast Scientific-Technical Agricultural Society numbers in its ranks approximately 9000 persons and 318 agricultural enterprises that are collective members of scientific-technical societies. The oblast numbers 75 economic analysis bureaus and 48 task brigades for the introduction of advances in science and progressive knowhow.

Books play no small part in the cultural development of today's rural dweller. The majority of the dwellers on Moscow Oblast farms (78 percent of those

polled) read fiction regularly. Many rural dwellers are also interested in sociopolitical (15 percent), educational (18 percent), and scientific-technical (17 percent) literature. Many villagers have their own libraries. A significant percentage of them use the libraries in clubs and cultural centers.

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CSO: 1827/41

CONSUMER SECTOR POLICY AND ECONOMICS

USSR FOOD INDUSTRY DEPUTY MINISTER ON SECTOR PROGRESS

Moscow AGITATOR in Russian No 19, Oct 85 pp 19-22

[Article by USSR Deputy Minister of the Food Industry, T. Selivanova: "The Food Industry--for the People"]

[Excerpts] In 4 years of the five-year plan, food-industry enterprises compared to 1980 increased production output by 15.4 percent. At the present time, the sector is fully meeting the requirements of the population for sugar, vegetable oil, bread-and-roll, confectionery, macaroni and margarine products as well as tea. But, taking into consideration the natural growth of the population as well as the growing demand for factory-produced products on the part of rural inhabitants, the output of these products is also bound to grow.

The food people are counting on providing for the country in excess of 13 million tons of granulated sugar, approximately 3 million tons of refined sugar, more than 2.4 million tons of vegetable oil, about 240,000 tons of natural tea and many other types of products. Workers of the confectionery industry will produce almost 160,000 tons of products above plan--high-quality candies, toffee, marmelade, cakes and pastries and gingerbread, which are in great demand by the population.

Lower production figures usually evoke concern: what are the reasons for them? Possibly, the collectives that put out these products are not working well? Such concern is without foundation when one speaks of production of bread and other flour products. Their quantity in 4 years of the present five-year plan has decreased by 1.1 percent and the per-capita consumption of bread by the urban population has dropped. This should be considered as a natural and normal happening.

The USSR Industry of Food Industry has changed the operation of bread-baking enterprises for production of bread of 700-900 grams in weight instead of 1 kilogram or more. The production of such bread will grow 2.3-fold in this 5-year period. About 80 percent of the total production of bread is now being produced in lower weight, which is not reflected in its price. Production will be increased of rolls and buns in 500-gram quantities or less as well as of round cracknels and crackers. For the purpose of improving assortment, varieties with better tasting qualities have been designated.

The food industry is not completely satisfying the need for packaged vegetable oil. In order to overcome this defect, scientific and engineering technical developments are being introduced aimed at bolstering the effectiveness of the oil and fat industry. The use of vegetable oils for industrial purposes is being curtailed. Expansion of the method of active ventilation of oil seed by 1.5-2.0 percent will boost oil output in refining.

The growing demand for mayonnaise and margarine products is natural. This year, enterprises of the USSR Ministry of Food Industry will produce respectively 51,300 and 237,000 tons more than in 1980. For the first time, domestic industry has produced aromatizers ("aromatizatory"; feedback please) of improved quality for margarine. Their production was initiated at the Kerch Experimental Plant of Maslozhirprom Association. The economic effect of their use amounts to 12.9 million rubles. Production has been adopted of low-calory, dietetic margarine and a new kind of sandwich product--"breakfast butter packaged in 250-gram jars. A new kind of "egg" mayonnaise has been developed with twice as much egg powder.

Tea, which no family can do without, deserves mention, albeit briefly. Its production in 1985 will increase 41.5 percent compared to 1980. At the same time, its assortment will be expanded. Thus, this year production of loose black tea of top and first grades will exceed the 1984 attained level by 8,000 tons. Production of tea aromatized with mint, geraniums, basil and jasmine will be expanded. More than 80 percent of the natural tea will be packaged in weights of 50 to 125 grams, which are in increased demand by the population.

The implementation of measures of fighting alcoholism and drunkenness has required serious reorganization of our collectives. Even this year, production of alcoholic drinks has been significantly reduced, first of all of vodka and low-grade of grape and fruit-and-berry wines at 649 plants and shops making these products. They will shift to production of confectionery, canned fruits, grape and apple juices, nonalcoholic drinks, mineral waters, dried fruits, raisins, frozen fruits, food concentrates and other varieties of products. There have already been developed and are being produced such drinks as Svezhest, which utilizes the juice of black-fruit mountain ash, Cneremushka made with infusions of bird cherry, Buket Altaya, made with natural juice of sea buckthorn, Belogorye--made with infusions of wild camomile. I shall also mention Veteroxa, made with pine extract, Sibirskiy, made with an infusion of chaga (a therapeutic fungus growing on birch trees), Klyukvennyy, an uncarbonated cranberry drink and Punshwevyy and Tsitrusovyy Limonnyy syrups. The assortment of drinks prepared with a tea base is being expanded.

Of course, such a reorganization of production will require strenuous work based on collectives' initiative. It is being successfully conducted at the Leningrad Production Association of the beer and nonalcoholic industry and at the Kiev Association for Production of Nonalcoholic Drinks.

Expansion of assortment and improvement of the quality of food products are possible only with determined improvement of the technical level of production. Much is being done in this direction in the sector, but even more

will have to be accomplished in the 12th Five-Year Plan. The production base is getting stronger--new bakery plants, a bread-macaroni-confectionery combine in the city of Karaganda, a plant for bottling mineral waters in Nakhichevan and other large facilities will be constructed. During this five-year plan there were built 109 comprehensively mechanized enterprises, more than 5,400 shops and more than 3,000 comprehensively mechanized and automated lines and sectors.

Introduction of achievements of science and technology during the current five-year plan will ensure a 6.5-percent rise in labor productivity. For the 12th Five-Year Plan, provision has been made for a yearly 1.5 percent reduction in the share of manual labor and more active utilization of progressive manufacturing equipment.

In addition to all this, as in any other sector of the national economy, the successful fulfillment of tasks facing the country's food industry in the concluding year of the 11th Five-Year Plan and in the subsequent 12th Five-Year Plan depends on the conscientious labor of the sector's workers. We have hundreds of thousands of qualified masters of their trade, including 207 Heroes of Socialist Labor, 32 USSR State Prize winners and 30 winners of the Leninist Komsomol Prize. The sector's workers take for their example Heroes of Socialist Labor foreman A.A. Buzhinskiy of Minskknlebprom Association and brigade leader Ye.M. Antipova of Sverdlovsk Association of the Confectionery Industry, winner of the USSR State Prize machine operator Z.I. Bannikova of Chimkent Oil and Fat Combina and winner of Leninist Komsomol Prize baker foreman L.P. Yermolenko of Sumy Bread Baking Combine. High skill is being displayed by turner of Kamenets-Podolskiy Sugar Refining Plant of the Ukrainian SSR Ministry of Food Industry Hero of Socialist Labor and chairman of the rayon's council of preceptors of youth I.T. Sivelov, dough specialist of Kemerovo Bread Baking Combine komsomol organizer of brigade G.K. Peresypkina and many, many others.

The others are on the level of innovators and pacemakers of socialist competition. More than 300,000 workers of the sectors fulfilled ahead of schedule targets of the 11th Five-Year Plan.

The program goal of the Communist Party is to consistently raise the well-being of the Soviet people and to more fully satisfy their growing needs on the basis of all-out intensification of production and reliance on the achievements of scientific and technical progress. A significant role in the solution of this important task is to be played by workers of the food industry. Overcoming difficulties and deficiencies and increasing responsibility for the achievement of successes in their sector, the sector's collectives are mobilizing initiative and energy for the fulfillment of tasks of the five-year plan and a worthy greeting for the 27th CPSU Congress.

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CSO: 1827/42

CONSUMER SECTOR POLICY AND ECONOMICS

TRADE OFFICIALS DISCUSS STATE OF CONSUMER GOODS, SERVICES

Moscow IZVESTIYA in Russian 19 Nov 85 p 2

[Article by V. Buldashov: "For Every Family"]

[Text] It is no secret that in the production of industrial goods that are in mass demand and in the sphere of services there are many old, neglected problems which evoke justified complaints. And the first thing that needs to be done is to give each family precisely those items and offer those services which it needs. The recently adopted comprehensive program for the development of new production of consumer goods and the sphere of services should contribute a good deal to this. It outlines the future up until the beginning of the next century.

What will next year bring? What measures are being taken to increase the output of high-quality and attractive clothing, footwear, furniture, items for cultural purposes and household appliances? Will the services be more varied? This was discussed at meetings of the deputy preparatory commission for consumer goods and services. They were conducted by Deputy V. G. Dikusarov, the first secretary of the Khmel'nitsy Obkom of the Communist Party of the Ukraine. The indicators of the plan and the budget for 1986 were also discussed. They also considered the course of the fulfillment of the plan this year and the report on the budget for 1984.

The deputies heard reports from the USSR Gosplan, the ministries of finance, light industry and trade, and the Tsentrsoyuz board as well as announcements from a number of other union ministries and departments and also the RSFSR Ministry of Consumer Services.

Goods for everyone is the concern of everyone. It is noted in the draft of the new edition of the CPSU Program that enterprises, associations and organizations of all branches of the national economy should be drawn into this.

Much is already being done. In his report the deputy chief of the division for cultural and domestic goods, consumer services and local industry of the USSR Gosplan, V. I. Vasilyev presented the following figures: the plan for 9 months of this year for the output of goods for cultural-personal and household use was fulfilled by 100.7 percent and they manufactured 8 percent

more items of the highest quality category than was earmarked. The ministries have submitted what they have to offer for next year. "Defenses" of them were held in the divisions of the Gosplan. As a result additional reserves for increasing the output of consumer goods were revealed. They were "implanted" in the draft of the plan. New items await the consumers. For example, new makes of television sets, sewing machines with electronic control regulators, and motorcycles which can pass over more difficult terrain will be produced.

But has everything been taken into account? This is the position from which members of the commission approached almost every figure in the draft of the plan. They attentively analyze the issues which involve the interests of hundreds of thousands of Soviet people. What kinds of goods are needed and how many? What part of the demand can actually be satisfied today?

The deputies devoted special attention to certain indicators of the plan. They did this because the earmarked increase in the output of individual kinds of goods still does not satisfy the critical demand for them. For example, there are many more people wishing to acquire sewing machines than there will be sewing machines for sale. Therefore in each branch they should not only take all measures in order to fulfill the assignments, but also try to overfulfill them. The deputies recommended to the USSR Gosplan, the ministries and the councils of ministers of the union republics that they seek out additional possibilities of expanding the production of items for which there is a high demand.

Probably many people can recall cases in which goods of which there was a completely adequate supply at one time have entered the category of being in short supply. This was the case with sewing machines and washing machines, separators, and bedding. The plants and shops have changed over to the output of different products and then they have had to return to the production of the previous ones or the production of these items has been hastily assimilated at other enterprises. The approximate knowledge and the prediction of the demand have been felt.

This is still being manifested even now. The dialogue between representatives of the Ministry of Agricultural Machine Building and the board of Tsentrosoyuz is instructive in this respect.

"A year ago the cooperative members asked for 125,000 separators. We geared up to this level of production. Now they have submitted an order for 100,000. It turns out that we will have to reduce the output of them."

"We shall purchase all of the separators that are produced."

"But you have not ordered them! And the indicators are set by the Gosplan on the basis of your order," insisted the representative of the ministry.

"I am assuming that for next year our demand for separators will be satisfied because during the past 10 years we have sold so many of them that there is one separator for every 2 cows in the rural areas."

These words of the chairman of the board of Tsentrosoyuz evoked a loud reaction from the deputies. At first there were, as they say, responses from the floor: "Send the extra separators to Sverdlovsk Oblast in order to satisfy the demand," "give them to us in Tselinograd Oblast...", "to Lithuania." Deputy L. I. Palazhchenko, the first secretary of the Chernigov Obkom of the Communist Party of the Ukraine introduced figures showing the development over the past years of private subsidiary farms in this oblast and noted the critical need for separators, so that reducing their output would be tantamount to artificially creating a shortage. Representatives of the ministry, the board of Tsentrosoyuz and the Gosplan suggested meeting together and refining next year's plan for the output of separators, taking into account the capabilities of the enterprises and the real demand of the population.

It was noted at the meeting that under the 12th Five-Year Plan it is planned to begin stage-by-stage introduction of the statewide system for the study and formation of the needs and the demand of the population for consumer goods and services. The ministries should begin this work even now.

The brigade leader of the comprehensive brigade of machine tool operators of the Moscow Furniture Assembly Combine No 2, N. N. Merkulova, the chairman of the Sverdlovsk Oblispolkom, O. I. Lobov, a fabric cutter of the Ramune Factory for custom tailoring of clothing, L. N. Shushkevich and other deputies made concrete suggestions concerning the output of individual items. Plants of the USSR Ministry of Ferrous Metallurgy are participating fairly well in the production of consumer goods but more attention should be devoted to expanding their assortment. There is quite inadequate production, say, of dishware for electric stoves, and sets of enameled steel dishes. Enterprises of the USSR Ministry of the Timber, Pulp and Paper, and Wood Processing Industry are manufacturing more and more sets of furniture and yet many families, especially young ones, would like to buy individual sideboards or divans, which also must be taken into account. Micro tape recorders are becoming more and more popular, but so far the USSR Ministry of the Communications Industry is, at were, lagging behind the demand.

A special meeting of the preparatory commission was devoted to the work of light industry.

Positive tendencies were noted in the work of the branch. But many problems are still far from being removed. If, for instance, the demand for children's footwear will be satisfied more fully next year, the shortage of men's and women's footwear and suits will largely be covered through imports. So far we have only just begun to change the orientation of the branch away from the output of goods for the "average" consumer toward items which meet the demands of youth, and people of middle and old age.

The slow reaction of light industry and trade to the seasonal changes in the demand aroused the concern of the deputies. They were also interested in how the USSR Gosplan influences the output of goods. The chief of the light industry division of the Gosplan, E. I. Razumeyev, informed members of the commission that new capacities would be introduced and that this would eliminate the shortage. Deputy V. F. Popov, the chairman of the Rossiya

Kolkhoz in Kalachevskiy Rayon in Volgograd Oblast asked a reasonable question: is it necessary to endlessly develop capacities? Would it not be better, after studying the demand, to regulate the output of goods and utilize more completely the potential that has been created?

The enterprises are experiencing a shortage of personnel, as a result of which machine tools and machines stand idle. For a long time the branch was regarded as a place for the second or third member of a family to work and it was given less money for the construction of housing and objects for sociocultural and domestic purposes than other branches were. The deputies supported a request from the ministry to the USSR Gosplan to revise the structure of capital investments allotted to the branch for next year and to increase the proportion for the construction of housing and kindergartens.

The Soviet person has a right to attractive, high-quality goods. But there is still little that gladdens the eye in the showcases and on the shelves of stores. Frequently the items are significantly different from the models which the enterprises display at the trade fairs. And trade workers instead of defending the interests of the consumers put up with this and accept poor-quality goods although they know that there will be no demand for them and that they will remain in the warehouses. And yet trade plays a large role in overcoming the kind of dictatorship of the producers over the consumers, it was emphasized in the speeches of the deputies. Deputy I. P. Kalinina, director of the Scientific Research Institute of Gardening in Siberia, noted that during a half-year industry "arrayed" 150,000 families with complicated household equipment which immediately required repair. Of course such a situation cannot be regarded as normal. It is also not normal that in practice warranty repair has become the legitimate means of eliminating production defects not by the people responsible for the defects or even at their expense. The deputies noted that this situation must be rectified on the basis of the interests of the consumer.

In order to radically improve the quality of the consumer goods and services one cannot get by without introducing new technical equipment and aggressive technologies. The deputies devoted a great deal of attention to questions of reconstructing the enterprises and supplying them with modern machines and equipment. It was suggested that the machine-building ministries provide for prompt delivery of new technical equipment for light industry and other branches that produce consumer goods as well as for trade and the sphere of services.

The quality of the goods will improve and consumer services will be less concerned with eliminating their defects. They will have more time and opportunity to diversify their services and bring them closer to the places of work and residence of the people. Beginning next year the entire branch will move on from the experiment to work under the new conditions of management. This will simultaneously place higher demands on it and open up the prospects for initiative and innovation.

People will be able to obtain services for pay not only in specialized organizations. Enterprises of those ministries and departments for which

rendering paid services to the population is not the main activity will also be enlisted to participate in this.

Deputies of the highest agency of authority in the country noted that the local soviets and their ispolkoms when solving problems of satisfying the material and spiritual demands of the Soviet people should take better advantage of their own coordination and control authority and local capabilities.

The suggestions of the deputies will be generalized and will be included in the conclusions of the permanent commissions of the chambers of the USSR Supreme Soviet regarding the drafts of the plan and the budget for 1986.

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CSO: 1827/56

CONSUMER SECTOR POLICY AND ECONOMICS

TECHNOLOGY PROBLEMS AT LISSR CONTAINER PACKAGING PLANT

Discussion of Difficulties

Moscow KOMMERCHESKIY VESTNIK in Russian No 18, Sep 85 pp 8-11

[Article by I. Starostina: "Selection of an Optimal Variant"]

[Text] The question of "to be or not to be" for container equipment has long been removed from the agenda. The time of arguments relating to this has passed and practice has convincingly confirmed that at the present time the employment of progressive technology in provision of goods based on the use of container equipment is the most effective way of reducing manual labor in trade, industry, transport, mechanization of materials handling work and raising the quality of trade services. But with the introduction of new methods of delivery and sale of goods, new problems have arisen that did not exist several years back and which must be solved today carefully and systematically. This was confirmed once more by the republic interdepartmental conference on questions of further introduction of the industrial system of goods movement existing in Klaipeda.

Representatives of six republic ministries of the Lithuanian SSR, the Lithuanian Union of Consumer Cooperatives and the republic association of the fish industry took part in the work of the conference. A group of questions connected with further introduction of progressive methods of delivery of goods were discussed with interest and with knowledge of the work. The conference's agenda fully reflected the everyday concerns of many specialists of different sectors of the economy performing major important work and of their interest in its high end result. Moreover, the problems discussed here had by no means only local significance. They are just as actual for all the 16 regions where the experimental introduction and improvement of an industrial system of goods supply has been going on during the 11th Five-Year Plan.

It can now be said quite definitely that in recent years container equipment has been actively squeezing out manual labor in many cities of the country,

including in the cities of Lithuanian SSR, container equipment has been actively crowding out manual labor on routes of movement of goods from supplier to trade rooms. The introduction of a progressive system of delivery and sale made it possible to improve the supply of goods to stores, to raise the level of commercial work and to reduce nonproductive expenditures. For example, in the system of the Lithuanian SSR Ministry of Trade where questions of mechanization of labor in movement of goods are solved systematically and as part of a complex of measures, an economic effect of 4 million rubles was produced during the years of the five-year plan. Good results have also been achieved in other places--in Voroshilovgrad, Gomel, Penza and Rustavi. Another 84 locations have now been designated for which container equipment will be issued a permit in the forthcoming 5-year period, which means progressive methods of storage, delivery and sale of goods. If everything that has been designated will be fully carried out, the annual economic gain will amount to 160 million rubles.

There is no doubt that at the present time practical experience has been acquired in the sector which should become a good foundation for fulfillment of the program outlined in the 12th Five-Year Plan. Moreover, it is important to take into consideration both achieved successes and committed errors. Analysis of breakdowns and failures will make it possible to avoid unnecessary mistakes in the future. It was not said in vain that we learn by mistakes.

What is the chief defect now seen in the work of introducing container equipment? The existence of an unjustifiably large number of variants. Be it the design of used container equipment, employed technology or organization of control over movement of goods. Sometimes it seems that in beginning the introduction each one tries to create something distinct from the others. But in this matter, such an "author's individuality" apparently is not needed.

Several years ago, the author of these lines happened to write the material "Selection of a Variant" on the first stage of introduction of a progressive system of supplying goods in Voroshilovgrad and the selected model for this system. In those years, truly much was unclear. Should a container be with or without wheels? How to organize container shipments of goods coming into the oblast from outside its boundaries? How to motivate drivers of container carriers? How to organize the collection and delivery of empty glass containers? In a word, questions at that first stage arose like mushrooms after a rain. Answers to them were sometimes sought by means of the trial-and-error method. In addition variants of solutions of one and the same problems connected with industrialization of supplying goods frequently little resembled each other. Today, we should consider the selection of an optimal variant that has been exhaustively checked out in practice.

In the time that has elapsed since then, the enthusiasm of those who began to introduce container equipment has been reinforced by developed normative documents, and the introduction of advanced technology is regulated by enacted statutes. A certain order has undoubtedly been established in this matter. Furthermore, experience exists. It is that valuable factor which makes it possible to avoid unnecessary mistakes and helps in the selection of an optimal variant for those who are starting on the introduction of an industrial system of supplying goods. But, alas, despite logic and common

sense, multiple variants continue to exist as before and their various manifestations create unnecessary impediments in the work. Despite adopted decisions on unification and standardization of container equipment today in the stores and at industrial enterprises and wholesale bases, it is possible to encounter containers of 50 designs (let us remember that only 5 have been recommended for use). Their weight varies--from 37 to 125 kilograms. Their sizes are dissimilar and consequently the technology is dissimilar.

To this day, the same opinion has not been reached everywhere in regard to wheels although the conclusions of specialists provide no grounds for doubt: wheels significantly increase the cost of container equipment, while the need for them as a matter of fact does not exist. Moreover, containers with wheels cannot be stacked into 2-4 layers. Neither is labor made easier with such a variant--manual movement of a container on wheels with a weight 300 kilograms or more is very heavy work. One more argument in defense of the wheel-less variant of container equipment: fitting out each million containers with wheels costs 40 million rubles.

It would thus appear clear what the container should be like. Without wheels. But today this is only part of the answer to the raised question. The practice of using container equipment suggests that at the present time an important task is the transition to the creation of universal designs intended for certain groups of goods. Specialists in trade and industry are working on the solution of this problem. They do this only occasionally, taking into account only their own interests while forgetting that the route of container equipment passes through several "departmental territories." And at each one, it must be incorporated into a unified technology. For example, at the Alitus Wine and Champagne Combine (Lithuanian SSR), they are trying to introduce container equipment whose design fully meets the requirements only of the specialists of the given enterprise. In a trade room this type of container can get stuck for the long time required for qualitative and quantitative checking of goods. In other words, each unit of the container equipment of this design will have to be unloaded by hand in the store and then, on being checked, will have to be loaded again with the bottles. The question arises are the applied efforts, which cost money, practical in the given case?

The selection of an optimal variant of a model of progressive technology of goods movement has as yet not been made because of many questions. Over the course of a number of years, a sector has remained (and continues to exist to the present day) in the created technology of goods supply where manual labor is being used as before. This is the packing of goods into container equipment. Over the years, various institutes and design organizations devised several tens of machines and devices for mechanizing operations relating to the packing of small-piece loads, items in glass jars and bottles. They included institutes of the USSR Ministry of Food Industry, the USSR Ministry of Light and Food Industry and Household Appliances and the USSR Ministry of Trade.

But now it is impossible to say what development is the most ideal and constitutes the most optimal variant. Each machine is unique in design and is intended for packing a specific type (size) of product into a specific type of container equipment. As a result, the solution of an important national-

economic problem was approached in various ways, and no particular success was achieved. A great deal of labor and considerable material resources were expended, but no success was reached in creating a complex of reliable equipment of high productivity.

Modern, well thought out technology dictates its own procedure, which is always in danger of being violated. This is what happened here. The diversity of designs of container equipment is responsible for the appearance of so many dissimilar mechanical packers. As a result, at most plants bottles containing beer or lemonade are packed manually in container equipment.

Not without reason do they say that the best is the enemy of the good. We remember that in the years of the 9th as well as the 10th Five-Year Plan, an insistent demand was made on increasing production of motor vehicles with lifting gates [pod'yemnyye borta].

Undoubtedly, they played a beneficial role. Today, however, and this was referred to at the Klaypeda conference, motor-transport specialists assert that in hauls of container equipment by machines with lifting gates, effectiveness of use of motor transport is sharply reduced. Their assertions are bolstered by calculations: a gate weighs 100 kilograms, as a result the motor vehicle's load-carrying capacity is reduced by 30 percent. It should be said that this is a rather convincing argument. All the more since as a result of improved delivery technology, more effective methods of unloading and loading container equipment have been found and verified in practice. They include leveling platforms, hydraulic lifting tables and electric lifters.

Rejection of the fact that yesterday still fully corresponds to requirements is a logical phenomenon and attests primarily that work on improving goods movement is not marking time but is consistently moving from one qualitative stage to another. In its first stages, it was a rare person who thought that the container with its obvious advantages would all of a sudden become... a hindrance to assortment development. Actually, the widespread design of container equipment obliged each square meter of trade area to operate with an increased load but within a quite narrow "assortment range." Two containers with caramels, for example, occupying considerable space in the trading room, provide a quite limited selection for the customer. Take, they say, either this or that. And what about a third choice? Then it is necessary to bring still another container with caramels. A way out of the developed situation was found with the help of cassette containers [kassetnyye konteynery; Each cassette contains a certain kind of product, and the result is that one container is capable of satisfying the needs of different customers and creating the possibility of a wide selection of goods in a store. Such a design of container equipment is being widely used in Lithuanian stores, moreover with equal success in food and manufactured-goods stores.

It would be desirable for attention to be paid to this fact by those who to this day see container equipment as in "conflict" with assortment. This problem is among those that are solvable and the main thing is that the variant of the solution has already been prepared and verified in practice.

Even fragments demonstrating today's state of affairs in the industrial system of goods supply being introduced convincingly show that many questions have already been solved, even if it be singly. And the job today is to see to it that the variants of single solutions do not multiply, but that the best of them, verified in practice, are included in the system and become basic.

Speeding up goods turnover and uninterrupted supply of retail trade and rigid control over the sale and arrival of goods--such are the results which should be had from the work being conducted at the present time in the sector.

These questions are under the jurisdiction of the dispatcher services being created everywhere. How do they operate? Variously. Let us take Klaipeda as an example. Here all goods sold in container equipment and their arrival and delivery are monitored by a dispatcher service. Transport is subordinated to 17-34 container carriers that daily go out on the trade routes of the city. The 21 container stations of Klaipeda also operate in accordance with the instructions of the dispatcher service.

Each morning, stores notify the association what and how much they need. And here requisitions are compiled on a single form for delivery of goods on the following day. Up to 11 o'clock in the morning a specially assigned vehicle, collecting the associations' requisitions, delivers them to suppliers.

And each morning as well the dispatcher trade administration receives requisitions from suppliers for motor transport. The morning hours are the most hectic. The teletype works without stop, the telephones ring. And this is understandable. Specifically at this time work is determined for today, and final results of the preceding day are tallied. How much in the way of goods was shipped, how many products were sold with a limited time of sale at this or that enterprise? Where did a breakdown occur and how was it eliminated? Information concerning this and everything else that makes up the complex system of city goods supply are transmitted by the dispatcher service up to 11 o'clock in the morning by teletype to the trade administration.

Each driver of a container carrier, before going on the line, receives a precisely worked out information assignment, which schedules the motor vehicle's entire workday.

Let us select any assignment schedule. It says: carry products from the dairy plant (8 containers) to Store No 8, collect there 8 containers with glassware and bring them to Container Station No 17. At the same time, the indicated work should be completed in the time indicated in the assignment. Each instance of deviation (the deliverer and recipient note the time of arrival and departure of the motor vehicle) does not take place without it being noted for the dispatcher service. The reasons for the interruption which occurred are carefully analyzed and eliminated.

Day is the time when a third kind of communication--radio communication--operates actively. It helps to monitor the work of motor transport and provides the possibility for operative correction of supplying stores.

The set-up system of control and operation of goods movement makes it possible to avoid those everyday annoyances which are well known in trade practice. There is no more kefir for sale. But there is more bread than could be sold. These facts need only to be reported promptly to the dispatcher service and operative movement of the commodities within the limits of the city will make it possible to eliminate the developed situation.

A worked-out schedule of optimal routes of container carriers excludes the possibility of motor vehicles "running into each other" on the threshold of a store and provides the opportunity for transport to function well during the day and for drivers to work well. In Klaipeda, one container carrier transport in the course of the day hauls 25-27 tons of various goods. Is this not evidence of the viability of the system of control and operation of provision of goods established in the city?

But despite the fact that the given form of organization of dispatcher service now exists for more than one year and, it would appear, that it has passed its trials in practice, revealing its undoubted pluses, dispatcher services are being created side by side that are not organized on the basis of a different principle. As of today, different variants of these services exist in Lithuania. Right now the introduction of a dispatcher services is next scheduled in Vilnius. And shall we again wait for the next variant?

Questions that were discussed at the conference in Klaipeda are directly related to scientific and technical progress by means of which the trade sector is to go. And for sure not a single trade specialist today will not assert that another ways exists and each one will actively advocate what is new and progressive. Enough of the new. What has been thought up is only for the sake of form, it bears no relation to progress, which we are called upon to make with qualitatively different indicators for the operation of the sector. Finally, not so long ago, we had occasion to see a department store widely known for an innovation introduced there--a single payment unit. As long as the store's managers demonstrated and described the route taken by the department store, it looked straight, confident and reliable. The customer with a basket walks around three stories, selects his purchases and then on the first storey pays up at one of the ten cashiers of the payment unit.

But when a few hours later one picked up a basket in one's own hands and walked around the floors of the department store, the benefits to the customer described by the store's personnel showed up to be quite doubtful. Issued a check in the bed-linen section, I was sent to the women's dress section. There among skirts and dresses a cashier unit was hidden which was in no way related to the single payment unit but which nonetheless was operating well. A man's shirt had to be paid at a different cashier unit, and the purchase of panty blouse required still another "cashier trip." At the same time, while the cashiers were actively working on the floors, which according to the department store's idea should not have been in existence, I had no idea what the single payment unit was doing. Although, why was it unknown? There they again checked each person leaving, removed the purchases from the bag and verified the paid receipts.

The diversion from the discussion on container equipment is due to the desire to show that any new undertaking if it has not been carefully thought out and is due only to someone's desire to be considered an outstanding worker is by no means a new undertaking but the appearance of one. But appearance today when such serious advances for the sector have been determined is quite a poor helper in attaining what has been planned.

Let us recall the figure given in the beginning of this material--160 million rubles--such an annual economic gain holds out the realization of the measures outlined for the 12th Five-Year Plan for industrialization of goods supply. We need to do everything necessary, to apply maximum efforts and to utilize existing reserves and positive experience acquired in the sector for the calculated figure, which so far exists only on paper, to result in a real gain for our economy.

Officials' Comments At Conference

Moscow KOMMERCHESKIY VESTNIK in Russian No 18, Sep 85 pp 9 - 11

[Text] Yu. Sheris, deputy chairman of the Lithuanian SSR Council of Ministers. -- In totaling up certain results of the fulfillment of the complex intersectorial scientific and technical program for the introduction of a progressive technology of goods supply in the republic, it should be noted that in previous years material and technical conditions were created for wide-scale introduction of container equipment. Production of containers was organized, the manufacture of hydraulic trucks was set up and scientific research was conducted on improving the operation of goods movement and also experimental tests were conducted on a new lift-transport equipment and technology.

Following modernization of almost 700 stores in the republic, a progressive system of goods supply was put into operation. Each year almost 60 percent of shaped goods are delivered in container equipment and in bags. More than 280,000 tons of various goods were transported in the republic in the fourth year of the five-year plan. Mechanization of labor in goods movement in the years of the 11th Five-Year Plan made it possible to raise labor productivity by almost 25 percent.

In the republic's 12th Five-Year Plan, a progressive technology of providing goods is to be introduced and the use of container equipment in the transport and sale of nonfood goods will be expanded. For the purpose of accomplishing what has been indicated, it is necessary now to resolve without delay a number of organizational questions. First of all, it is finally necessary to designate the types of container equipment that will be produced and utilized in the republic.

The system of accounting of container equipment in circulation is as yet imperfect. It is complex and cumbersome, especially in those cases where containers are functioning at different phases, passing from one department to another. For example, the tracking sheet for daily accounting of movement of containers in the republic's grocery wholesale market consists of 28 printed

sheets. It is clear that a more rational system should be developed of accounting, reducing to a minimum types of container equipment and variants of prices for it and optimizing the parameters of accounting.

Expansion of container shipments and an increase in the number of commodity flows has made it necessary to improve the system of control and operative management of goods movement. The tasks relating to monitoring timely uninterrupted supply of retail trade with all necessary goods have been assigned to the dispatcher services. The first such service in the republic was created 4 years ago in the Klaipeda Trade Administration. After 2 years, such a service was introduced in Kaunas and then in Shauliai and Panevezys.

Improvement of the operation of goods movement and control over commodity stocks, time periods and rates of sale requires wider use of computer equipment in the work practice of the dispatcher services.

P. Mitskunas, Lithuanian SSR minister of trade. -- The advantages of a progressive system of goods provision has been proved in practice. It is enough to say that in the 3 past years, the level of mechanization in the trade of food goods has increased fourfold and is today reaching 48 percent. The introduction of container equipment has made it possible to effectively utilize each square meter of trade area and to expand the assortment of goods proposed for sale. As a result, labor productivity in the trade of nonfood goods rose 25 percent.

The work designated by the program of introduction of a progressive technology of goods provision in the republic required uniting of the efforts of personnel belonging to trade, industry and transport in the solution of questions of organization of delivery of goods according to the new methods. It was necessary to create such a technological model as would be make it possible to carry out mechanization of materials handling operations at all stages of goods movement. Much of what was outlined has been accomplished in the republic. Today it is possible to say with confidence that a reliable basis exists in the cities of Lithuanian SSR for further expansion of containerization.

In previous years a great deal of work was done on modernizing the system and preparing it for the use of container equipment. Production of container equipment was organized in cities of the republic. In a word, a lot was accomplished, but much still remains to be done. First of all, the question of unification and rigid standardization of container equipment was placed on the agenda with particular pointedness. It is necessary to jointly seek ways of reducing its weight, increasing the convenience and reliability of containers and improving their esthetic characteristics. It is impossible to imagine tomorrow's container equipment without active use of polymer materials in production and without the creation of precisely worked out models making it possible to create specimens of containers that are equally convenient and effective at all stage of goods provision.

There is still another question that demands solution without delay--the question of repair and restoration of container equipment. Even with the present scale of container shipments in the republic, the absence of a single

thought-out repair system creates considerable difficulties in work. At the present time, 12,000-15,000 containers are being repaired within the state-trade system. This is not enough. Tens of containers have long been excluded from turnover in anticipation of repairs and are ceasing to operate actively on the route of supplier--store. Cases are frequent where we are obliged to use container equipment whose external appearance does not serve as an adornment to a store's trade room.

The republic's Ministry of Trade is ready to assume the manufacture, repair and restoration of container equipment. What is required for this? First of all, the creation of a single materials fund and determination of the size of contributions from all the interested parties.

A. Likhtinshtayn, chief of Klaipeda City Trade Administration.--At the present time more than 70,000 units of container equipment are being used in Klaipeda. According to the computations of economists, the introduction of progressive methods of delivery of food products provides yearly an economic effect of 2.6 million rubles solely in our city with a population of 200,000 persons. Could this be higher? Without a doubt. Sixty percent of the food products needed by the city are produced in Klaipeda. The rest are brought in basically from other regions of the republic. They are brought in as before in traditional crates, bags and boxes. The whole of the received freight at a base has to be repacked manually in container equipment, unproductively utilizing a large amount of labor on this.

This means that it is necessary to expand intercity container shipments, which would make it possible to better utilize motor transport and qualitatively improve provision of goods. Here is just one example. Not so long ago, we began the delivery of sunflower oil in containers from a non-city supplier. And we immediately sensed the advantages of the innovation. Formerly, we received as a rule the oil in the last 10-day period--the entire monthly quota at one time. Now we have organized steady deliveries of the item, as a result of which unneeded stocks have been liquidated, and the commodity turnover rate has grown.

The shortage of containers now being felt everywhere could be eliminated to a significant degree with a high turnover rate of the containers. But because of an obvious lack of link up of the interests of subcontractors, container equipment has been obliged to be excluded for a long time from turnover and to lie idle. Even now a large number of containers with bottles and jars remain "frozen" at Klaipeda's container base.

The industry stubbornly rejects glass containers, yet they have accumulated in the city in an amount of more than 1 million rubles. Vilnius Container Plant to which we have to return empty glass jars back in December 1984 notified us: "Do not return the jars till the fourth quarter of 1985." And so the containers stand unmoving. And no one is able to definitely say how long they will remain in such a state.

In the 12th Five-Year Plan, we shall have to devote a great deal of attention to the industrialization of provision of nonfood products. In the past 4 years, a great deal was done on mechanization of warehousing of nonfood goods.

Modernization has been carried out of a number of warehouses for the sake of using container equipment in the storage of goods and maximal utilization of available height. Almost double the goods have been placed in the same areas.

Equipment of the SMK-2 type has now been received for the second automated warehouse where it is planned to accommodate haberdashery and perfumery products. In the solution of the problem of introducing a progressive technology of delivery of nonfood goods, we are waiting for the active participation of industrial enterprises and their interest in the results of our work.

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CSO: 1827/33b

FOOD PROCESSING AND DISTRIBUTION

PROGRESS IN UKRAINIAN FOOD INDUSTRY FROM 1981-1984 TRACED

Ukrainian Food Minister's Report

Kiev POD ZNAMENEM LENINIZMA in Russian No 17, Sep 85 pp 50-53

[Article by G. Zagorodniy, UkSSR food-industry minister: "Enriching the Table of Workers"]

[Text] In the implementation of the program designated by the party of further upgrading the well-being of the Soviet people, a major role belongs to the food industry. It is an important element in the realization of the food program responsible for ensuring a significant increase in the production of food products and for uniting more closely agriculture with sectors engaged in the storage and processing of its products and with trade. The level of provision of the population with food largely depends on the initiative and skill of food workers and their ability to organize production.

Labor collectives of the system of the UkSSR Ministry of Food Industry increased production output by 17.4 percent in 4 years of the current five-year plan. Compared to 1980, production has grown of granulated sugar, refined sugar, margarine products, salt, canned fruit and vegetable and food concentrates, mineral water, confectionery and macaroni products. For many products, targets of the five-year plan set for 1981-1984 were overfulfilled.

In this period, the ministry sold products above plan in the amount of 724 million rubles. The entire production growth was achieved through increased labor productivity which rose 17.9 percent instead of the planned 16.9 percent. New enterprises and shops were staffed with industrial production personnel through their reduction at existing facilities. The plan for the first 6 months of 1985 was also fulfilled.

During the 11th Five-Year Plan, there were put into operation 11 large enterprises, including 9 bakery plants--in Zhitomir, Dnepropetrovsk, Kupyansk, Lutsk, Gadyach, Vatutino, Chernovitsy, Simferopol, Sumy and tens of shops.

An object of special concern is increasing output of products of everyday use. Significant capital investment has been allotted for the development of their production. This has made it possible to strengthen the technical base,

ensuring their stable supply to the population. The output of shaped goods and products of children's and dietetic nutrition has grown significantly.

For the purpose of improving quality of production, more than 100 basic organizational and technical measures are implemented each year. They include introduction of progressive technologies, installation of high-production equipment in place of obsolete equipment, modernization of shops and sectors, automation of production processes, improvement of intrashop transport and storage of raw materials and finished products.

In 1982, the introduction of a comprehensive system of production quality control was completed. Now a comprehensive system of control of production quality and effective utilization of resources is being introduced. It encompasses 215 enterprises and production associations. By the end of the five-year plan their number will have increased to 287.

Single-minded work is going on in introducing new products, involving local and nontraditional sources of raw materials and more efficient utilization of basic raw materials and secondary raw-material resources. The basic direction here is upgrading the biological value of production and reducing sugar intensiveness and caloric content of individual products. In the course of the 4 years, production of 252 new kinds of products was introduced, of these 123 were introduced last year.

About 7,000 designations have been included under products of high quality. Their relative share in the total volume of production for 1984 increased 2.2 percent. At a number of enterprises, their output is more than half of the total volume. For example, at the Slavyansk Salt Combine--99.4 percent, the Trostyanetskaya Ukraina Chocolate Factory--80.3 percent, At Voroshilovgrad Confectionery Factory--72.2 percent and at Lvov Svetoch Production Association of the confectionery industry--56.4 percent.

In 1984, the Vinnitsa Confectionery Factory was awarded the title of "enterprise of high quality."

At the same time, there are enterprises that put out food products with deviations from normative technical documentation. The largest number of rejects belong to the food industry of local subordination, to the bread-baking, beer-nonalcoholic and confectionery sectors.

At the present time, the question of introducing the achievements of science and technology into production and increasing the effectiveness of scientific research is particularly acute. At the July (1985) Plenum of the Central Committee of the Communist Party of the Ukraine, our sector was justly criticized for an inadequate rate of scientific and technical progress and for the unsatisfactory work of the engineering services of many enterprises. It is necessary to urgently rectify the situation. The problems of accelerating scientific and technical progress have to be considered as burning task for today that need to be solved in a hurry, with all determination and right mindedness.

During the present five-year plan, a progressive technology of receiving and storing sugar beet, purification of juices and crystallization of sugar was introduced at many sugar-refining plants. At enterprises of the sugar industry a total of more than 3,500 units of production and power equipment has been replaced and 400 production sectors have been automated. Scientific-research work is being conducted on creation of new equipment and improvement of technologies for the purpose of reducing losses of sugar, improving its quality and automating labor-intensive processes.

In the bread baking industry during 1981-1984 there were introduced 77 mechanized flow lines for producing bread-and-roll, bagel, cracker and flour confectionery products, and 61 new bread baking ovens of increased capacity, 34 dough-mixing machines and almost 25,000 units of production equipment were put into operation. In the first 6 months of the present year, the production of bread and flour-and-roll products utilizing progressive technology reached 86.7 percent of the total volume and with improvers and enrichers--85.7 percent.

Work is in progress on increasing food resources through the introduction of intensive production conditions and employment of new kinds of packaging materials ensuring extended storage and reduced losses of finished products. Here we are awaiting more assistance from scientists and collectives of related sectors. We have reference to boosting the keeping power of bread, nonalcoholic drinks, bread-baking yeast and confectionery products.

We understand that what has been done far from meets the requirements of the day. The sector faces major tasks--equipment of enterprises with modern high-production equipment, improvement of labor conditions, mechanization and automation of final operations, wide-scale employment of microprocessor equipment and robotization. For their solution, many collectives of food workers have plans of reequipment for the coming five-year plan, and the development of such plans will be completed everywhere in the immediate future.

The republic's food industry possesses a powerful production potential. Because of its fuller provision with raw materials, intensification of processes and better organization of production, it will be possible without capital outlays to additionally produce products in the amount of 370-400 million rubles a year. For this reason improvement of use of capacities, modernization of equipment and elimination of bottlenecks constitute our large reserve.

Growth of production capacities is being primarily accomplished through modernization and reequipment of enterprises. Construction of new facilities is done only in cases of extreme need where modernization of existing ones cannot ensure the elimination of a shortage of some group of products.

During the 11th Five-Year plan, approximately 600 million rubles of capital investment as opposed to 470 million during the 10th are being spent on the reequipment of enterprises of the UkSSR Ministry of Food Industry. This will ensure in particular the startup of capacity for processing 115,000 quintals

of sugar beet a day and for the production of 32,000 tons of confectionery products and 87 million bottles of mineral water a year and 643 tons of bread and roll products a day. Expenditures of funds on reequipment are considerably more effective than on new production: the relative expenditure of capital; investment on a unit of capacity is being reduced, the startup and assimilation time of new capacities is being made shorter and the problem of staffing with qualified personnel is being simplified.

The April (1985) Plenum of the CPSU Central Committee determined as a chief task transition of the economy to intensification and aimed at having results of production grow more quickly than expenditures on it so that it would be possible to work for for all-out growth of production volume with reduced resources. This is exceptionally important for our sector where material outlays in production cost amount to about 85 percent. But the enterprises are still poorly using the advantages which are being opened up by scientific and technical progress in regard to economy of raw and other materials.

The food industry is a major user of fuel and power resources. For the purpose of economizing them, replacement is going on of obsolete uneconomical boilers and power equipment and enterprises are being equipped with instrumentation and automation equipment, which helped us in 1984 to fulfill the targets for economy of these resources. A major effect will be produced by economy of container and packaging materials through better storage, their rational location and reduction of losses.

Special mention should be made of economy of grain resources--most valuable wealth of the people. Bread that is cheap and accessible to all is one of the great gains of the socialist system. Relative prices for bread and flour and roll products in our country are kept at a constant level, although expenditures on their production are growing and some items are unprofitable for the state. A casual attitude to bread is simply intolerable. In the bread-baking industry, measures are being implemented that make it possible to reduce expenditure of bread. This, includes in particular further increase of output of items with a weight of 500 grams or less, expansion of storage of flour in bulk and so on.

Enterprises of the Ministry of Food Industry come under the agroindustrial complex. Practice shows that it is necessary to do away with disproportions in the development of agroindustrial complexes, first of all to pay more attention to procurement, storage, transportation and processing of agricultural products, introduction of resource-conserving technologies, improvement of the quality of agricultural raw materials and reduction of losses in all parts of the agroindustrial complex. Major reserves of attaining high end results are to be found in this.

The republic has worked out and is implementing a plan of measures in the food industry for boosting labor productivity. In the present five-year plan, more than a thousand mechanized flow and automatic lines are being introduced and more than 1,500 sectors and 100 shops are being comprehensively mechanized and automated. In 4 years, more than 13,000 persons have been shifted from manual to mechanized labor. The relative share of workers employed in mechanized labor has increased on a larger scale than was planned.

Since 1984, an economic experiment has been conducted at the UkSSR Ministry of Food Industry for expanding the rights of production associations (enterprises) in planning and operational activity and for increasing their responsibility for work results. The previous period showed that the new conditions of management make it possible to better satisfy the needs of the economy and the population and to more rationally employ labor, material and financial resources. As a result, the ministry is stably fulfilling the plan of product sales while taking into account commitments to suppliers, something which had not existed even for a single year prior to the experiment, and enterprises have significantly increased economic-incentive funds.

By analyzing attained indicators, we see that as yet not all enterprises fully utilize the possibilities granted to them by the conditions of the experiment. The task is to use with maximum effectiveness the new methods of management and to increase their impact on acceleration of scientific and technical progress. It is namely this that is demanded by the recently adopted decree of the CPSU Central Committee and the USSR Council of Ministers "On Wide-Scale Dissemination of New Methods of Management and Intensification of Their Impact on Acceleration of Scientific and Technical Progress."

The human factor is of decisive significance in the fulfillment of national-economic plans. Among food personnel, such innovators of production are well known as brigade leader L.F. Shepel of the Odessa Production Association of the Confectionery Industry, who in 1984 was awarded the USSR State Prize; machine operator of Podolye Sugar Refining Plant UkSSR State Prize winner R.M. Volynets; operator of Artemsol' Association and winner of the Prize of Soviet Trade Unions imeni Zotov N.R. Rezvanova; master baker of Sumy Bread Baking Combine L.P. Yermolenko who had been awarded the Leninist Komsomol Prize in the field of production.

Leading workers exist in every labor collective. It is important to creatively disseminate their experience and to put this vast reserve at the service of the five-year plan.

At enterprises of the ministry, socialist competition has been broadly launched for the successful fulfillment of targets of the five-year plan and for a worthy greeting of the 27th CPSU Congress. The collectives of Cherkassy Sugar Refining Plant, the Kiev Production Association of the Bread-Baking Industry, the Verkhnedneprovsk Starch Hydrolysis Combine, the Dnepropetrovsk Combine of Food Concentrates and many others are in the lead.

The sector's workers have begun the processing of a new crop. Their efforts are aimed at saving everything that was grown and processing it with the greatest effectiveness and fulfilling set targets with honor.

Comparative Statistics Given

Kiev POD ZNAMENEM LENINIZMA in Russian No 17, Sep 85 pp 51-52

[Text] Total production volume of the country's food industry had grown in 1980 versus the prewar level (1940) 2.4-fold, in 1970--4.7-fold, in 1980--6.5-

fold and in 1984--6.6 fold. It had increased in 1980 versus 1970 by 40 percent and last year by 61 percent.

Production of basic food products in our country is characterized by the following data. Meat (including byproducts of the 1st category) was produced in 1940 in the amount of 1.5 million tons, 1960--4.4 million tons, 1970--7.1 million tons, 1980--9.1 million tons and 1984--10.6 million tons (including meat produced on private subsidiary farms of the population--16.7 million tons); granulated sugar--respectively 2.2, 5.4, 10.2, 10.1 and 12.5 million tons; whole-milk products (in milk equivalent)--1.3, 5.3, 19.6, 25.5 and 26.6 million tons; fish and other sea products--1.4, 3.5, 7.5, 9.5 and 10.6 million tons; sausage items--403,000 tons, 1,351,000, 2,256,000, 3,074,000 and 3,293,000 tons; butter--252,000, 737,000, 963,000, 1,275,000 and 1,497,000 tons (including that produced on private subsidiary farms--1,576,000 tons); vegetable oil--804,000, 1,536,000, 2,784,000, 2,650,000 and 2,675,000 tons; confectionery products (less products of public-dining enterprises)--797,000, 1,744,000, 2,696,000, 3,861,000 and 4,153,000 tons; canned goods--1.1, 4.9, 10.7, 15.3 and 17.1 billion standard cans.

Including produced in our republic: meat in 1940--299,000 tons, 1970--1,565,000 tons, 1980--2,074,000 tons and 1984--2,300,000 tons (total--3,707,000 tons); sausage items--66,600, 436,400, 685,500 and 737,000 tons; butter--33,300 tons, 245,200, 355,500 and 376,000 tons; vegetable oil--159,000 tons, 1,071,000, 941,000 and 880,000 tons; granulated sugar--1,580,000 tons, 5,973,000, 5,302,000 and 6,900,000 tons; confectionery products--191,500 tons, 601,200, 802,400 and 887,000 tons; canned goods--339 million standard cans, 2,642, 3,455 and 4,000 million cans; whole-milk products in 1970--3.9 million tons, 1980--4.9 million tons and 1984--5.4 million tons.

In the first half of 1985, there were produced in the USSR 5.3 million tons of meat (commercial production), or 103 percent compared to the first half of 1984, in the UkSSR--1.3 million tons (107 percent), sausage items--respectively 107 million tons (103 percent) and 0.373 million tons (104 percent), whole milk products--14.9 million tons (103 percent) and 2.9 (104 percent), vegetable oil--1.3 million tons (92 percent) and 0.439 million ton (105 percent), confectionery products--2.2 million tons (101 percent) and 0.479 million ton (102 percent), butter--720,000 tons (99 percent) and 157,000 tons (100.6 percent).

The nutritional structure of the Soviet people is steadily improving. Thus, in 1960, there were consumed per capita in the USSR 40 kilograms of meat and meat products in meat equivalent (including lard and byproducts), 1970--48 kg, 1980--58 kg and 1984--60 kg; milk and dairy products (in milk equivalent)--respectively 240, 307, 314 and 317 kg; fish and fish products--9.9, 15.4, 17.6 and 17.5 kg; vegetable oil--5.3, 6.8, 8.8 and 9.6 kg; sugar--25, 38.5 and 44.4 and 44.3 kg; vegetables and melon crops--70, 82, 97 and 103 kg; fruits and berries (without processing into wine)--22, 35, 35 and 45 kg; potatoes--143, 130, 109 and 110 kg; grain products (bread and macaroni products converted into flour, groats and legumes)--164, 149, 138 and 135 kg; eggs--118 each, 159, 239 and 256 each.

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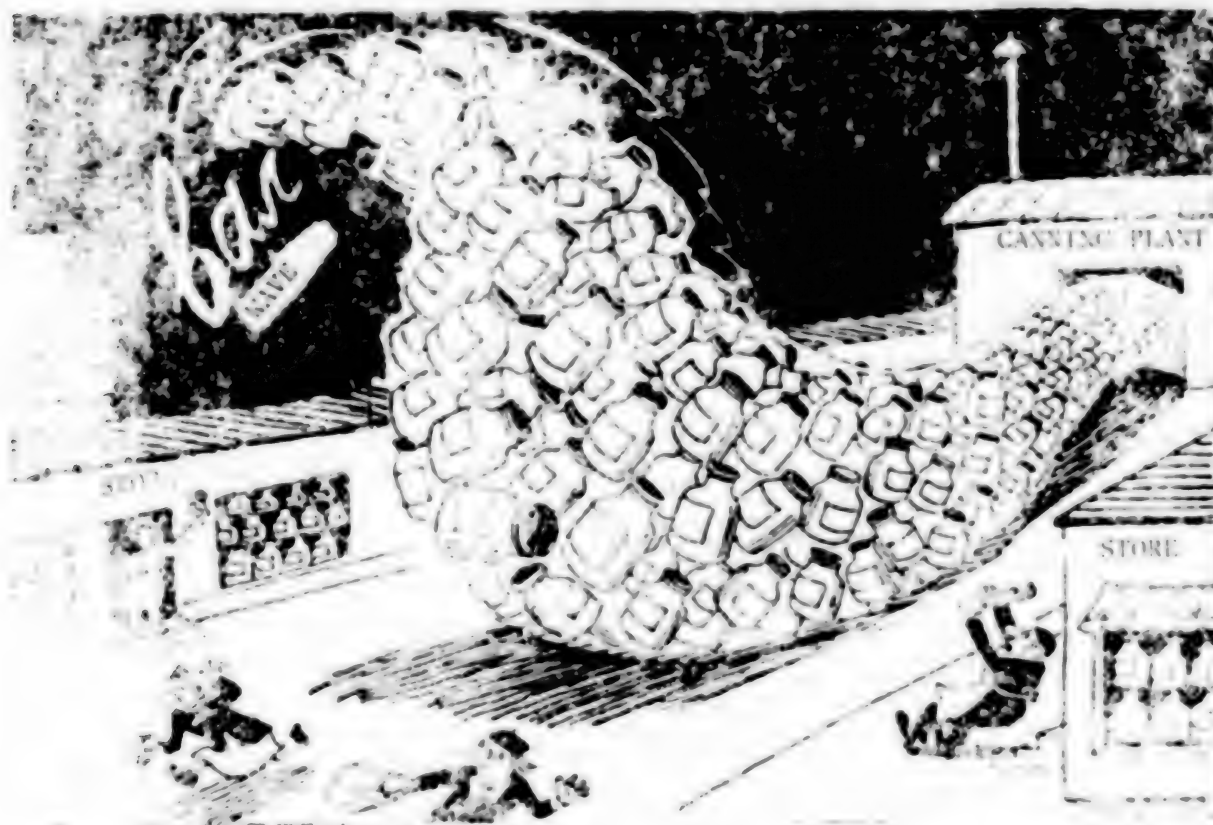
FOOD PROCESSING AND DISTRIBUTION

CARTOON COMMENTARY ON INDIFFERENCE TO CONSUMER DEMAND

Moscow PRAVDA in Russian 10 Oct 85 p 3

[Text] The main food industry and enterprises within its jurisdiction are unsatisfactorily carrying out decisions to increase the output of canned goods in demand. For example, 372,000 conventional jars of canned produce which have not sold are in the Valyviskiy Canning Plant of the Belgorodskiy Oblast Consumers' Union. At the Borisvoskiy Plant of this Consumers' Union, similar type produce piled up totaling 200,000 rubles. At the same time, the enterprise stopped the output of 10 types of fruit and vegetable canned goods in demand. A similar picture also exists in Novgorod and in several other oblast consumers' union organizations.

(From material of People's Control groups)



[Continued on following page]

The assortment of goods was completely forgotten
Demand didn't disturb a soul
And quality for quantity was drowned by the 'Ninth Wave'!

Drawing by Yu. Cherapanov

Verse by Mikh. Vladimov

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CSO: 1827/75

FOOD PROCESSING AND DISTRIBUTION

PRODUCTION SHIFT TO NONALCOHOLIC PRODUCTS IN CRIMEA CITED

Moscow IZVESTIYA in Russian 12 Nov 85 p 3

[Interview with V. A. Datsko, deputy director of Krymsovkhozvinprom, by special correspondents V. Kovalevskiy and S. Troyan: "Peaches in Apple Juice"; date and place not specified]

[Text] How the Reorganization of the Crimean Wine Industry Is Proceeding

We'll talk about peaches a bit later. First let's talk about the grape, that tasty, sun-kissed fruit, long a symbol of the Crimea and, as you may have already guessed, about that extract of the grape--wine. Discussions of the current changes, opinions, judgments and just plain rumors abound. "All the wine plants in the Crimea have been closed." "Massive cutbacks in staff are underway." But what is really going on? Our conversation with the chief winemaker of the Crimea, deputy director of the general association "Krymsovkhozvinprom" (Crimea Collective Wine Producers Association), Valadimir Alekseyevich Datsko, began with this question.

[Answer] Rumors of massive layoffs and closings of enterprises are obviously exaggerated. Several dozen people have left of their own accord, but this has had no effect on the industry. The fact that a sizable amount of unsold production has accumulated in storage is another matter. We must, of course, cut back on the sale of wine and vodka. But the surprising thing is this: stores are turning down dry wines, chateau wines and champagne. Recently I went into several shops and found no table wine, no champagne, but all kinds of vodka. Why do the trade organizations prefer vodka? I have no idea, for example, why the Simferopol Liquor and Vodka Plant is producing as much now as before the resolution.

[Question] You mean to say that by looking at the store shelves it's hard to tell if there have been any serious changes?

[Answer] Exactly. In addition, as I understand it, the campaign for sobriety must begin first of all with the complete elimination of those "drinks" which are a direct threat to a person's health, regardless of the amount consumed. Society must first of all turn away from vodka, from all kinds of cheap fruit wine and the various sorts of low-quality wines, the use of which leads to alcoholism. I'm ashamed to admit it, but we

Crimean winemakers produced these kinds of wine, too. Not by preference, but still...

[Question] What do you mean, not by preference?

[Answer] In 1970, our vineyards were infested by Phylloxera, a very destructive beetle. Winemakers faced a dilemma: either close plants for lack of raw material or use apples. And so began the manufacture of that cheap fruit wine which is scarcely wine at all. We no longer make it, but there were years when the association's plants processed 110,000 tons of apples in a season. Each ton is 65 deciliters of cash fruit product--a veritable river. It continued to flow even when phylloxera had been eliminated and the vineyards renewed and expanded. The content of harmful methyl alcohol in apple wine is significantly higher than in grape wine. But we had no choice: her majesty profit dictated the conditions. Now, fortunately, reason has triumphed over profit.

[Question] What concrete steps has your association taken to implement the well-known resolutions of the party and the government? What has already been done and what is planned for the near future?

[Answer] The first and most important step is, as I said, a total halt to the production of cheap fruit wines.

Plans to restructure the vineyards are underway in all 29 sovkhoses in our association. There will be an annual increase in the area devoted to table wines of 500-700 hectares a year. By the end of the 12th Five-Year Plan, the association will be planting almost twice as much table wine as now. I see that the figure of almost twice as much doesn't impress you. There is serious work ahead of us, however. Take just the harvesting and sorting of the table grapes--it demands greater effort than harvesting of industrial varieties. But that, as they say, is our problem.

In approximately 2 years the Krasnopartizanskiy will begin using an automated production line for the bottling of carbonated juices. We have already purchased imported equipment and will soon be installing it. Each year the production line will produce hundreds of thousands of deciliters of quite delicious juice in small, convenient containers.

[Question] Why in two years? Can't you speed up the installation?

[Answer] I'll tell you a secret. At first the production line had a completely different purpose--to carbonate apple wine in order to improve its taste at least a little. After the decrees, however, we redirected it to juices. It will take some time to complete. And I'm not talking about just one production line. We will be producing 1 1/2 times more juice than now by the end of the 12th Five-Year Plan. Herein lie some of the most complex problems. You ask why we cannot immediately turn some of the wine plants to the production of juices? It's not that simple. Wine, of course, contains a certain percentage of alcohol which gives it stability and prevents any chance of refermentation. Wine, therefore,

especially strengthened wine, can be stored indefinitely. Juice, however, is an unstable product. If you leave it in storage for even two days, it turns into wine by itself. Special refrigerators or asptic storage conditions are needed for juice production. We have neither refrigerators nor asptic equipment. We have ordered the equipment and everything now depends on how soon it is delivered.

Noneetheless, we've already taken steps this year to increase the production of grape guice. How? By supplying the oblast canning plants which also produce juice with 300,000 deciliters more must than planned. (Must, as you know, is the initial by-product from which either juice or wine can be made.) Our plants overfulfilled their tasks, in spite of an unusually severe winter in the Crimea which reduced the size of the grape harvest. We will not change our plans to produce juices. If last year only 25,000 tons of graps out of 304,000 grown were converted into non-alcoholic products, this year 40,000 tons out of 115,000 will be so converted.

[Question] Are you planning other products, beside juices? At the oblast agricultural administration, for example, we were shown unusual canned goods--peaches, pears and plums in apple juice. They were produced by the Zavot Ilichia Kolkhoz in Dzhanikoyskiy Rayon. They were delicious and inexpensive--a 3-liter container costing less than 2 rubles. These goods were produced after the kolkhoz wine plants were closed.

[Answer] Although they are not in our jurisdiction, kolkhoz wine plants are all turning to the production of compotes, juices and canned goods. Peaches in apple juice is just a beginning. As for the farms of our association, we are also considering an assortment of products and we will turn to the production of raisins and dried fruits. Mainly, however, we will increase the production of grape juice. Unfortunately, we are hampered in this effort by the machine manufacturers. There is either a lack of our own domestic equipment or it is of poor quality. We recently installed four of the industrial enterprise Gruzinmash's new production lines for the initial processing of grapes at the Sevastopol Juice Plant. At the height of the season they broke down. The same thing happened with the cleaning machines from Melitopolprod mash. At a minimum, two machines are needed to properly wash a bottle. The managers of the Ministry of the Food Industry and Ministry of Machine Building for Light and Food Industry and Household Appliances have to think about this. They, like us, are directly affected by the resolutions.

[Question] So, the reorganization has begun?

[Answer] And is accelerating. But don't forget that the wine-making industry developed over the centuries. Vineyards can't be restructured in a month or two. It can be done in a five-year plan and this I know, by the end of the 12th Five-Year Plan there will have been great changes.

[Question] Will your association keep the name Krymsovkhozvinprom?

[Answer] Does the "vin" bother you? Well, "vin" doesn't just refer to wine. Time and events force us to see that word is much broader. "Vin" is also grapes; the fruit that is so delicious and useful that we call it the berry of the sun.

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5 March 1986